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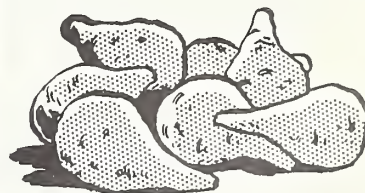
## Acreage Marketing Guides



Summer and Fall  
Vegetables



Melons



Sweetpotatoes

U. S. DEPT. OF AGRICULTURE  
NATIONAL AGRICULTURAL STATISTICS SERVICE

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## F O R E W O R D

Prices guide the production of nearly all commodities. But the way in which this occurs often differs among industries. Non-agricultural products tend to have fairly rigid prices from month to month and manufacturers respond to changes in demand by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. Such price variation has been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their production is ready for market. When they find that outlets could absorb larger quantities than are being offered, growers cannot immediately make a substantial increase in their output to take advantage of the sales opportunity. What is more, growers are often equally powerless to adjust when they find their production too large. Vegetables are usually highly perishable and cannot be held from market for long to await more opportune sales conditions. Thus, supplies are at times insufficient to satisfy market requirements and prices are high. But more frequently, market needs are exceeded and commodities are sold at distress prices.

The sheer number of vegetable producers creates difficulty in making orderly industry adjustment to changes in market requirements. However, the nature of vegetable products makes far-sighted production planning at least as necessary as for many industrial goods.

Helping farmers make this needed planning is the objective of the Acreage-Marketing Guides program. The recommendations included in this publication are an effort by the U. S. Department of Agriculture to help growers cope with the problems of balancing the supply of each vegetable with the demand for it. Some production influences, such as extremes of the weather, refuse control. But growers have full control over their plantings. Thus they can contribute importantly to balanced market conditions by planting acreages which are likely to result in sufficient production to satisfy consumer needs, but insufficient to result in depressed prices.

One of the functions of the Agricultural Marketing Service of the USDA is the continuous study of markets for the various vegetables. On the basis of this study, commodity specialists develop recommendations of acreage levels which are likely to result in crops which equal market needs. In turn, these recommendations are reviewed by representatives of various other agencies in the Department who are well versed in the vegetable field. The final recommendations for 1964 summer and fall vegetables and melons are presented in this booklet. When growers have kept acreage within the levels recommended by the Department in the past, few marketing difficulties have been encountered.

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X 1964 Acreage-Marketing Guides )

Summer and Fall Vegetables for Fresh Market ,

Summer Melons and Sweetpotatoes X

The basic objective of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has a bearing upon the ultimate market for a given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accordance with the individual commodity guide. For example, when it is recommended that the 1964 acreage of early summer cabbage be reduced 5 percent from the acreage planted in 1963, every grower of early summer cabbage should reduce his plantings by 5 percent.

I. 1963 HIGHLIGHTS AND RECOMMENDATIONS FOR 1964

Summer Vegetables: Aggregate plantings of summer vegetables were reduced slightly in 1963. Frosts and cool spring weather retarded crop progress in a number of areas and drought conditions affected crops in the East and Midwest. These developments resulted in harvesting delays for many commodities. Yields were also affected; among early summer crops, only carrots and tomatoes recorded yields above 1962 levels.

A number of crops, particularly those grown in California, experienced marketing difficulties. An excessive production of early summer carrots returned very low prices throughout the season. Other commodities experienced problems of shorter duration as overlapping shipments frequently exceeded normal requirements.

In general, however, marketing conditions were better than a year earlier for most vegetables. Most crops were smaller than in 1962 and the delay in shipments was reflected in the market. Prices for such early summer vegetables as cabbage, cucumbers, onions and peppers averaged considerably above 1962 levels. Lettuce, snap beans, spinach and tomatoes also returned high prices during the early summer. However, as harvest gained momentum in July and August, prices declined to lower levels for these and a number of other commodities.

For the season in total, prices averaged substantially above the low levels of 1962. The index of prices received for all commodities was 14 percent higher in 1963 and gross returns totaled \$263 million in comparison to \$231 million in 1962.

The 1964 aggregate acreage guide for summer vegetables is a planted acreage 1 percent smaller than in 1963. With normal abandonment and average yields in 1964, total production would be 3 percent smaller than in 1962.

Summer Melons: Cantaloup plantings for summer harvest were reduced moderately in 1963. Most of the reduction occurred in California. But yields were generally higher than a year earlier and total production was virtually equal to 1962. Market conditions were variable. Early season shipments from the Southeast were harvested behind schedule and returned growers below-average prices. The large California crop also encountered periods of marketing difficulty, but for the season, returned prices substantially above a year earlier. Aggregate value of summer cantaloup production was 38 million dollars compared to 33 million in 1962. The 1964 guides recommend cantaloup acreages equal to 1963 in all states.

Prices for both early and late summer watermelons in 1963 exceed 1962 levels. But several periods of market glutting occurred. Shipments of late spring watermelons from Florida continued into July, overlapping movement from early summer areas. Later in the season, delayed shipments from early summer areas were in heavy competition with late summer producing states. The 1964 guide recommends acreages equal to 1963 in all states except Georgia, where a 5 percent reduction is recommended. Intense marketing problems were encountered by Georgia growers in 1963.

Fall Vegetables: Dry conditions also affected eastern fall crops in 1963. However, warm weather continued later than normal in this region, allowing an unusually long shipping season for a number of commodities. This source of supply restricted market outlets for some western produced crops. California celery and sweet corn experienced periods of low prices, although production of neither was above average. California lettuce returned exceptionally low prices to growers. But this resulted largely from excessive production. In contrast, western carrots and tomatoes returned prices substantially above a year earlier as acreage reduction brought supplies more in line with market needs.

In Florida, late fall crops were damaged by heavy rains and high winds in September, but most fields recovered well. Florida snap beans, sweet corn and tomatoes brought above average prices. However, cucumber production in that state was more than a fourth larger than in 1962. Supplies of this commodity were excessive from mid-October to mid-November and prices were low.

In the aggregate, prices for fall crops were 4 percent higher than a year earlier. But total value was slightly lower as the result of the 5 percent smaller production. The 1964 guides recommend a 1 percent cut in total fall vegetable planting. Assuming average yields, aggregate production in 1964 would equal 1963.

Sweetpotatoes: Production in 1963 was substantially smaller than a year earlier. Acreage was reduced in nearly all major areas and yields were below 1962 levels, particularly in the drought-affected central Atlantic states. Prices declined as harvest reached peak. But returns began a gradual increase in November and were high by late December. The 1964 guide recommends no change in plantings. With average yields, this acreage would result in a crop 4 percent larger than in 1963.



Specific acreage guide recommendations for each commodity are as follows:

Commodity	: Percentage change in 1964 planted : acreage compared with 1963 <u>Percent</u>
<u>Summer Vegetables</u>	
Beans, Lima	No change
Beans, Snap	No change
Beets	No change
Cabbage (early)	Minus 5
Cabbage (late)	No change
Carrots (early)	Minus 20
Carrots (late)	No change
Cauliflower	No change
Celery (early)	California: Minus 5 All other states: No change
Celery (late)	No change
Corn, Sweet (early)	No change
Corn, Sweet (late)	No change
Cucumbers (early)	No change
Cucumbers (late)	Minus 5
Eggplant	Minus 20
Lettuce	No change
Onions (early)	No change
Onions (late)	Colorado: Plus 10 New York and California: Minus 10 All other states: Minus 5
Peas, Green	No change
Peppers, Green (early)	No change
Peppers, Green (late)	Michigan and California: Minus 5 All other states: No change
Spinach	No change
Tomatoes (early)	No change
Tomatoes (late)	Plus 5
<u>Summer Melons</u>	
Cantaloups (early)	No change
Cantaloups (mid)	No change
Cantaloups (late)	No change
Watermelons (early)	Georgia: Minus 5 All other states: No change
Watermelons (late)	No change

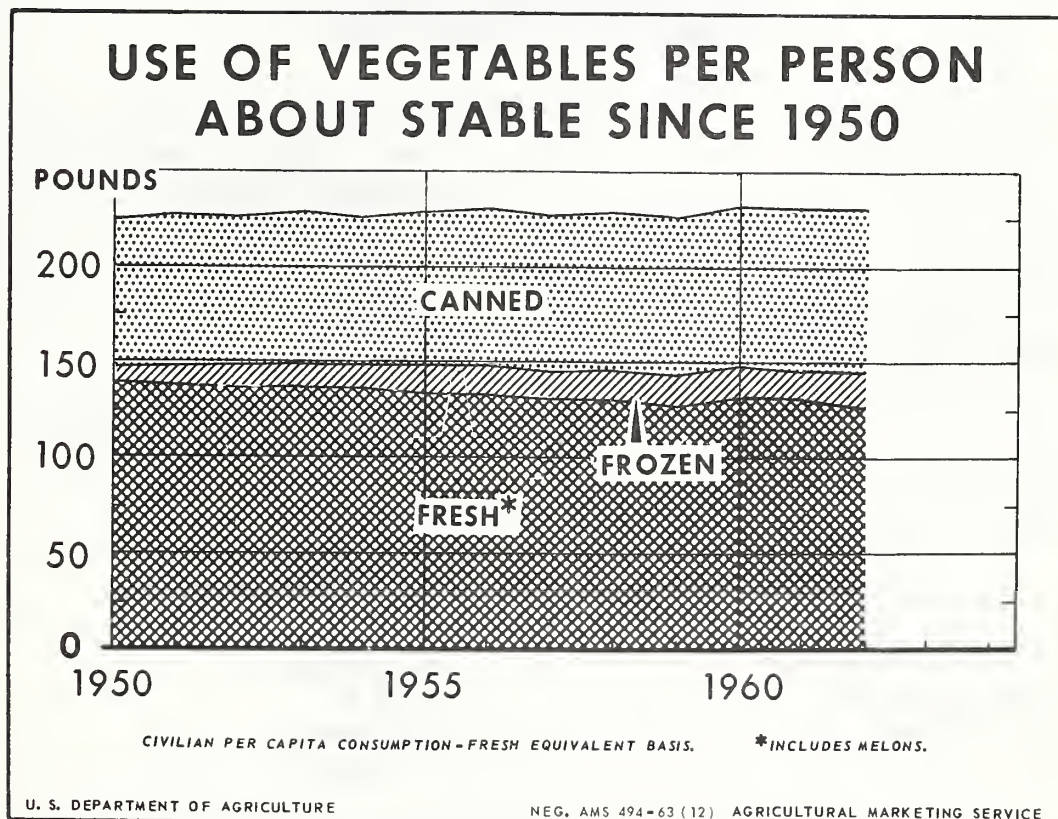
Specific acreage guide recommendations for each  
commodity are as follows:  
(Continued)

Commodity	: Percentage change in 1964 planted : acreage compared with 1963 <u>Percent</u>
<u>Fall Vegetables</u>	
Beans, Snap (early)	No change
Beans, Snap (late)	Plus 15
Broccoli	No change
Cabbage (early, fresh and processing)	No change
Cabbage (late)	No change
Carrots (early)	Texas: Minus 20
	All other states: Minus 5
Carrots (late)	Plus 5
Cauliflower (early)	No change
Cauliflower (late)	No change
Celery (early)	No change
Celery (late)	No change
Corn, Sweet	No change
Cucumbers (early)	No change
Cucumbers (late)	Minus 5
Eggplant	No change
Lettuce (early)	California: Minus 10
	All other states: Minus 5
Lettuce (late)	No change
Peppers, Green	No change
Spinach (early)	No change
Spinach (late)	No change
Tomatoes (early)	Plus 10
Tomatoes (late)	Minus 5
Sweetpotatoes	No change

## II. DEMAND FOR SUMMER AND FALL VEGETABLES IN 1964

The final market value of U.S. goods and services in 1963 was about 5 percent more than a year earlier and a further rise in business activity is in prospect for 1964. Although the rise in government spending for goods and services in 1964 may be limited, substantial advances are in prospect for private investment and consumer spending. With prospects for a continued population increase and rising real income per capita, consumer spending for food likely will increase in 1964 at least as much as the 3 percent gain in 1963.

Food consumption per capita increased about  $\frac{1}{2}$  percent in 1963 from 1962. Total vegetable use per person was up, as a gain in consumption of processed vegetables more than offset a small reduction in consumption of fresh vegetables. Little change in overall per capita food consumption is expected in 1964. It is likely that consumption of fresh vegetables per person in 1964 will be about the same or a little lower than in 1963; per capita consumption of canned and frozen vegetables will probably continue the upward trend of recent years.





### III. CANNED AND FROZEN VEGETABLES

Aggregate supplies of canned vegetables available for the 1963-64 marketing season remain large, but are below the levels of a year earlier. A substantial reduction in the 1963 canned lima bean pack brought supplies of that commodity in line with market requirements. Holdings of canned spinach, peas, sauerkraut and tomatoes also appear to be in balance with needs. But supplies of canned sweet corn and beets are very heavy. Large supplies of most frozen vegetables are available for the remainder of the 1963-64 marketing season. Only peas and cauliflower holdings are moderate. But inventories of frozen snap beans and lima beans are substantially below the excessive levels of a year ago.

Although disappearance is expected to continue at a high rate, supplies of processed vegetables will be adequate to satisfy normal market needs during the summer of 1964. The situation during the fall will depend upon 1964 packs. The Department's guides for vegetables for processing in 1964 are published in a separate booklet. The recommendations are summarized in the following table:

#### 1964 Acreage-Marketing Guides for Vegetables for Processing

Commodity	:	Percentage Change in 1964 Planted Acreage Compared with 1963 (Percent)
Beans, Lima (For Canning)		Plus 5
(For Freezing)		Plus 5
Beans, Snap (For Canning)		No change
(For Freezing)		No change
Beets		New York: Minus 10 All other states: Minus 15
Cabbage for Kraut <sup>1/</sup>		
Corn, Sweet (For Canning)		Minus 5
(For Freezing)		No change
Cucumbers for Pickles		Minus 10
Peas, Green (For Canning)		No change
(For Freezing)		No change
Spinach (For Canning)		Plus 5
(For Freezing)		No change
Tomatoes		No change

<sup>1/</sup> Included in total early fall crop (fresh market and kraut combined).



Summer Vegetables: 1964 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:			
	: 1964	: 1963	: 1957-61	: 1952-56	: 1963	: 1957-61	: 1952-56		
	: Guide	: Prel.	: 1962	: Average	: Average	: Prel.	: 1962	: Average	: Average
	----- 1,000 acres -----					---- percent ----			
Beans, Lima	12.0	12.0	12.6	11.7	11.3	100	95	103	106
Beans, Snap	31.8	31.8	33.3	34.8	41.0	100	95	91	78
Beets	1.2	1.2	1.2	1.4	1.8	100	100	86	67
Cabbage									
Early	7.6	8.0	7.4	7.9	8.6	95	103	96	88
Late	18.0	18.0	19.0	18.4	21.6	100	95	98	83
Carrots									
Early	7.0	8.8	8.0	6.8	7.5	80	88	103	93
Late	3.4	3.4	3.6	3.9	4.7	100	94	87	72
Cauliflower	3.6	3.6	3.7	4.4	4.7	100	97	82	77
Celery									
Early	3.9	4.1	3.8	4.0	3.8	97	103	98	103
Late	2.9	2.9	2.9	3.1	4.6	100	100	94	63
Corn, Sweet									
Early	37.9	37.9	40.1	42.8	46.8	100	95	89	81
Late	100.9	100.9	100.9	101.6	103.6	100	100	99	97
Cucumbers									
Early	6.6	6.6	6.6	6.7	7.0	100	100	99	94
Late	6.4	6.8	6.5	6.6	7.1	95	98	97	90
Eggplant	1.3	1.6	1.2	1.4	1.3	80	108	93	100
Lettuce	46.0	46.0	48.8	51.0	41.3	100	94	90	111
Onions									
Early	9.6	9.6	9.5	11.8	7.2	100	101	81	133
Late	55.8	59.0	58.5	59.1	60.0	95	95	94	93
Peas, Green	1.4	1.4	1.6	2.1	3.6	100	88	67	39
Peppers, Green									
Early	7.8	7.8	7.6	8.0	9.2	100	103	98	85
Late	18.4	18.8	19.0	18.2	13.9	98	97	101	132
Spinach	2.5	2.5	2.8	2.1	1.2	100	89	119	208
Tomatoes									
Early	42.4	42.4	41.6	46.1	47.1	100	102	92	90
Late	30.7	29.2	29.9	33.3	37.3	105	103	92	82
Total	459.1	464.3	470.1	487.2	496.2	99	98	94	93

Summer Vegetables; 1964 Probable Production with Comparisons

Commodity	: Production 2/					: Probable Production from			
	: 1964 1/ : 1963 : :1957-61 : 1952-56 : 1963 :					: Acreage Guide as percent of:			
	: 1964 1/	: 1963	: :1957-61	: 1952-56	: 1963	: :1957-61	:1952-56		
	: Guide	: Prel.	: 1962	:Average	: Average	: Prel.	: 1962	:Average	:Average
	----- 1,000 tons -----					---- percent ----			
Beans, Lima	14.8	15.9	16.0	14.6	13.6	93	92	101	109
Beans, Snap	62.6	59.8	64.2	69.3	70.4	105	98	90	89
Beets	10.7	10.6	11.1	12.5	15.4	101	96	86	69
Cabbage									
Early	73.9	70.2	74.2	75.1	72.5	105	100	98	102
Late	178.2	184.4	185.2	178.2	184.0	97	96	100	97
Carrots									
Early	96.6	121.0	98.0	93.7	98.9	80	99	103	98
Late	38.1	38.4	42.6	38.7	37.3	99	89	98	102
Cauliflower	16.6	16.8	17.8	19.6	19.2	99	93	85	86
Celery									
Early	91.2	92.4	87.9	92.7	76.2	99	104	98	120
Late	46.7	48.4	48.6	47.9	64.0	96	96	97	73
Corn, Sweet									
Early	121.3	119.5	127.6	129.1	108.9	102	95	94	111
Late	302.0	289.8	304.0	289.8	273.8	104	99	104	110
Cucumbers									
Early	30.4	28.2	31.8	28.6	24.7	108	96	106	123
Late	25.0	25.2	22.8	25.0	28.6	99	110	100	87
Eggplant	8.4	8.4	9.6	8.0	6.8	100	88	105	124
Lettuce	494.0	533.2	525.4	473.7	399.4	93	94	104	124
Onions									
Early	106.4	103.5	109.2	115.6	64.2	103	97	92	166
Late	883.1	916.8	952.0	883.6	837.1	96	93	100	105
Peas, Green	2.7	2.4	3.0	3.6	5.4	115	90	76	50
Peppers, Green									
Early	14.4	14.2	15.2	13.2	15.0	101	95	109	96
Late	83.4	86.2	84.4	81.4	57.5	97	99	102	145
Spinach	6.0	5.8	7.2	4.7	2.4	103	83	128	250
Tomatoes									
Early	254.0	260.6	239.5	252.8	205.4	97	106	100	124
Late	157.6	155.2	158.2	165.3	190.0	101	100	95	83
Total	3,118.1	3,206.9	3,235.5	3,116.7	2,870.7	97	96	100	109

1/ Computed: Planted acreage guide for 1964 summer vegetables less normal abandonment, times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

Summer Melons: 1964 Planted Acreage Guide with Comparisons

Commodity :	Planted Acreage :				Percent Acreage Guide is of:			
	1964 : Guide	1963 : Prel.	1957-61 : Average	1952-56 : Average	1963 : Prel.	1962 : Average	1957-61 : Average	1952-56 : Average
	----- 1,000 acres -----				----- percent -----			
Cantaloups								
Early	11.3	11.3	12.5	15.3	21.0	100	90	74
Mid	65.0	65.0	70.8	62.1	52.2	100	92	105
Late	14.2	14.2	14.4	14.9	13.1	100	99	95
Watermelons								
Early	216.8	218.8	221.7	262.7	321.7	99	98	83
Late	32.2	32.2	33.7	31.3	25.0	100	96	103
Total	339.5	341.5	353.1	386.3	433.0	99	96	88

Summer Melons: 1964 Probable Production with Comparisons

Commodity :	Production 2/ :				Probable Production from Acreage Guide as Percent of:			
	1964 1/ : Guide	1963 : Prel.	1957-61 : Average	1952-56 : Average	1963 : Prel.	1962 : Average	1957-61 : Average	1952-56 : Average
	----- 1,000 tons -----				----- percent -----			
Cantaloups								
Early	28.2	28.5	31.2	36.4	70.4	99	90	77
Mid	353.6	368.8	367.5	338.5	258.2	96	96	104
Late	55.7	57.3	54.0	56.8	55.6	97	103	98
Watermelons								
Early	746.7	790.0	770.8	863.8	944.3	95	97	86
Late	196.4	193.6	203.6	187.5	139.6	101	96	105
Total	1,380.6	1,438.2	1,427.1	1,483.0	1,468.1	96	97	93

1/ Computed: Planted acreage guide for 1964 summer melons less normal abandonment, times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

Fall Vegetables: 1964 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:			
	: 1964	: 1963	: 1957-61	: 1952-56	: 1963	: 1957-61	: 1952-56		
	: Guide	: Prel.	: 1962	: Average	: Average	: Prel.	: 1962	: Average	: Average
	----- 1,000 acres -----					---- percent ----			
Beans, Snap									
Early	15.2	15.2	14.4	15.1	17.9	100	106	101	85
Late	12.0	10.4	13.5	15.9	21.0	115	89	75	57
Broccoli	23.6	23.6	22.9	23.3	23.7	100	103	101	100
Cabbage									
Early 2/	31.3	31.3	32.3	33.6	1/	100	97	93	---
Late	2.9	2.9	3.2	4.0	4.7	100	91	72	62
Carrots									
Early	22.0	24.4	20.8	21.6	19.8	90	106	102	111
Late	7.0	6.7	9.0	8.9	10.1	105	78	79	69
Cauliflower									
Early	6.4	6.4	6.6	8.1	8.8	100	97	79	73
Late	8.0	8.0	7.9	6.5	5.6	100	101	123	143
Celery									
Early	1.9	1.9	2.0	2.1	3.1	100	95	90	61
Late	5.4	5.4	6.0	7.3	7.9	100	90	74	68
Corn, Sweet	12.1	12.1	12.7	12.0	6.4	100	95	101	189
Cucumbers									
Early	8.3	8.3	8.4	7.4	4.9	100	99	112	169
Late	6.4	6.7	6.4	6.4	5.5	95	100	100	116
Eggplant	.9	.9	.9	1.2	.9	100	100	75	100
Lettuce									
Early	34.3	37.5	32.6	36.0	45.1	91	105	95	76
Late	18.9	18.9	19.2	23.2	12.6	100	98	81	150
Peppers, Green	7.0	7.0	7.5	6.9	8.0	100	93	101	88
Spinach									
Early	4.8	4.8	4.8	5.6	6.4	100	100	86	75
Late	1.7	1.7	1.7	1.5	1.1	100	100	113	155
Tomatoes									
Early	18.7	17.0	20.3	20.9	18.2	110	92	89	103
Late	10.5	11.1	10.6	12.0	17.8	95	99	88	59
<b>Total</b>	<b>259.3</b>	<b>262.2</b>	<b>263.7</b>	<b>279.5</b>	<b>249.5</b>	<b>3/</b>	<b>99</b>	<b>98</b>	<b>93</b>

1/ Not available.

2/ Includes processing.

3/ Early fall cabbage not included.



Fall Vegetables: 1964 Probable Production with Comparisons

Commodity	Production 2/					Probable Production from			
	1964 1/	1963	1957-61	1952-56	1963	Acreage Guide as percent of:			
	Guide	Prel.	1962	Average	Average	Prel.	1962	Average	Average
			1,000 tons				percent		
Beans, Snap									
Early	30.2	29.4	31.0	29.3	33.4	103	97	103	90
Late	20.5	19.4	20.4	24.4	27.7	106	100	84	74
Broccoli	58.6	63.4	60.4	52.4	54.0	92	97	112	109
Cabbage									
Early 4/	382.0	384.0	433.2	401.6	3/	99	88	95	--
Late	20.9	22.0	22.0	21.7	23.6	95	95	96	89
Carrots									
Early	274.8	270.0	286.2	253.0	223.1	102	96	109	123
Late	108.5	107.2	130.5	125.8	127.4	101	83	86	85
Cauliflower									
Early	27.4	27.9	28.8	30.4	35.5	98	95	90	77
Late	39.6	38.0	41.5	31.2	23.8	104	95	127	166
Celery									
Early	31.0	31.4	33.1	28.8	38.2	99	94	108	81
Late	139.8	143.1	153.0	155.8	156.3	98	91	90	89
Corn, Sweet	31.4	31.7	29.5	32.8	18.7	99	106	96	168
Cucumbers									
Early	33.0	34.8	33.0	29.8	21.4	95	100	111	154
Late	35.4	38.1	29.6	32.5	27.8	93	120	109	127
Eggplant	5.0	5.0	5.0	5.2	4.2	100	100	96	119
Lettuce									
Early	269.6	288.1	266.1	261.0	317.0	94	101	103	85
Late	155.0	141.8	155.9	168.2	88.3	109	99	92	176
Peppers, Green	25.9	25.2	28.2	22.2	18.0	103	92	117	144
Spinach									
Early	13.0	13.2	13.3	14.4	18.4	99	98	90	71
Late	3.9	3.7	3.4	3.5	3.0	105	115	111	130
Tomatoes									
Early	163.6	144.5	187.8	173.9	153.9	113	87	94	106
Late	61.0	61.2	55.6	51.8	62.0	100	110	118	98
<b>Total</b>	<b>1,930.1</b>	<b>1,923.1</b>	<b>2,047.5</b>	<b>1,949.7</b>	<b>1,475.7</b>	<b>5/ 100</b>	<b>94</b>	<b>99</b>	<b>105 5/</b>

1/ Computed: Planted acreage guide for 1964 fall vegetables, less normal abandonment times average yield.

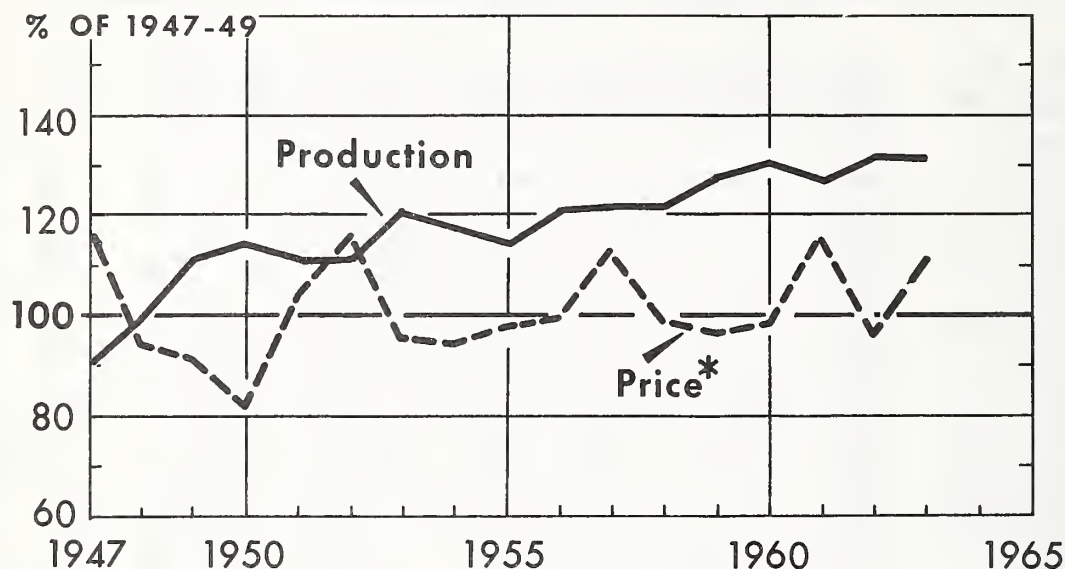
2/ Includes some quantities not marketed. See individual tables for particulars.

3/ Not available.

4/ Includes processing.

5/ Early fall cabbage not included.

## SUMMER COMMERCIAL VEGETABLES FOR FRESH MARKET



\*SEASON AVERAGE PRICE RECEIVED BY FARMERS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 455-64 (1) AGRICULTURAL MARKETING SERVICE

Total acreage and production of summer vegetables in 1963 were virtually equal to a year earlier. But market conditions were substantially different. Unfavorable weather during the spring of 1963 retarded crop development in a number of areas and harvesting delays developed for a number of early summer crops. The reduction in early supplies benefited the price structure for many commodities. Market conditions were more variable later in the season; but in the aggregate, prices averaged substantially higher than in 1962. The total value of 1963 summer vegetable production was 263 million dollars in comparison with 231 million a year earlier.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Lima Beans - Summer

(New York, New Jersey, Maryland, North Carolina, Georgia and Alabama)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

12,000

1/ 25

297

Background Statistics

1963 Prel.	12,000	12,000	26	318	8.61	2,737
1962	12,600	12,600	25	320	8.72	2,789
1957-61 Average	11,700	11,680	25	291	8.51	2,462
1952-56 "	11,284	11,094	25	273	8.00	2,201

1/ 1957-61 average yield.

Comments: All states except Alabama and New York reduced acreage in 1963 and total plantings were 5 percent below a year earlier. Conditions for producing and marketing varied considerably among areas. Heavy rains in June damaged fields in Georgia and the North Carolina harvest was virtually halted by rains in late July. Most other areas to the north as well as parts of Alabama were threatened with losses due to very dry weather during July. Prices during the early part of the season were low, reflecting heavy overlap of South Carolina shipments. However, the market for good quality supplies was favorable during the main part of the season. The U.S. average price to growers was about equal to that in 1962 and the 1957-61 average.

Use of canned and frozen lima beans will continue to limit the market for fresh supplies in 1964. It should be possible to produce a volume fully adequate to meet fresh needs on an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1957-61 average yield will result in a production 7 percent less than in 1963.



1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1957-61 average yield will result in a production 5 percent more than in 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Beets - Summer

(New Jersey and Pennsylvania)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

1,150                      1/ 186                      214

Background Statistics

1963 Prel.	1,150	1,150	184	212	3.23	684
1962	1,200	1,200	185	222	3.09	686
1957-61 Average	1,350	1,350	186	250	3.17	798
1952-56 "	1,810	1,810	170	307	2.92	899

1/ 1957-61 average yield.

Comments: Production of summer beets in 1963 was moderately below the preceding year. Growers in New Jersey cut acreage 7 percent while plantings in Pennsylvania were held equal to 1962. Favorable growing conditions in New Jersey promoted high yields. Harvest in the Vineland area began during late May, reaching peak activity by early June. Cold, dry weather in Pennsylvania during June reduced yield prospects and slowed crop progress. Movement in that state started in late June. Moderate supplies were available from both states into the late fall months. Harvest timing was good and competition from market garden areas was below the previous year. Producers were able to market their crops under generally favorable conditions throughout the season. Average prices received by growers were above both 1962 and the 1957-61 average.

The demand for beets is not expected to change significantly during the next few years. Under normal conditions, a 1964 acreage the same as in 1963 would provide adequate supplies.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with no abandonment and a 1957-61 average yield will result in a production slightly larger than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Cabbage - Early Summer

(Massachusetts, Rhode Island, Connecticut, New York (Long Island),  
New Jersey, Ohio, Minnesota and Virginia)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probably Production  
(planted acreage 5 percent  
less than in 1963) 7,580

1/ 199                      1,478

Background Statistics

1963 Prel.	7,980	7,630	184	1,403	2.49	3,495
1962	7,430	7,280	204	1,484	2.16	3,207
1957-61 Average	7,946	7,756	194	<u>2/</u> 1,502	2.34	3,496
1952-56 "	8,558	8,372	174	1,450	2.53	3,621

1/ 1958-62 average yield.

2/ Includes 40,000 cwt. not marketed in 1958 and excluded in computing value.

Comments: Production of cabbage for early summer harvest in 1963 was 5 percent below the level of 1962. Acreage was increased 7 percent; however, abandonment was above average and yields for the group were a tenth below the high level of a year earlier. Minnesota was the only state to record a higher average yield than in 1962. Cool, dry weather in Virginia slowed crop development and held yields nearly a fourth below average. In New Jersey, the largest producer of early summer cabbage, shipping started in the Cedarville area during late May; peak harvest activity for the state was reached during the first week of July. Ohio plantings on irrigated land did well. But difficulties were encountered on dryland acreage. Lack of moisture caused reduction in head sizes and yields were down substantially. Although some market difficulties were encountered in late July and August, average prices received by growers in all states were equal to or above 1962 levels.

In 1964, growers should be able to find adequate outlets for a production moderately above 1963. However, with normal abandonment and average yields, sufficient tonnage would be produced on an acreage 5 percent below 1963.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963. Such an acreage, with normal abandonment and a 1958-62 average yield will result in a production 5 percent more than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Cabbage - Late Summer

(Pennsylvania, Indiana, Illinois, Iowa, North Carolina, Georgia,  
Colorado, Washington and California)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1964 Acreage Guide and Probable Production</u> (planted acreage equal to 1963)						
	18,000	<u>1</u> / 202	3,563			
<u>Background Statistics</u>						
1963 Prel.	18,000	17,800	207	3,689	1.94	7,160
1962	19,050	18,550	200	<u>2</u> / 3,705	1.73	6,329
1957-61 Average	18,400	17,806	200	3,564	1.84	6,523
1952-56 "	21,590	20,838	177	<u>2</u> / 3,680	7.06	7,449

1/ 1959-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 164 in 1955, 54 in 1956 and 40 in 1962.

Comments: Acreage for late summer harvest in 1963 was 6 percent below 1962. All states reduced plantings except Indiana and Iowa, which held equal to a year earlier. Growing conditions were generally favorable. Harvest started in south and central Pennsylvania in mid-June; movement was underway from the Schuylkill-Luzerne area by early August. Favorable weather prevailed in North Carolina. Yields there were 15 percent above average, setting a new record high for that state. Early stands in Illinois suffered from a moisture shortage; however, rains in the last half of July brought relief to later plantings. Illinois harvest was underway in June, reaching volume by July. Production in the West was down slightly from 1962 with Colorado the only state to increase. Prices received by producers were above the 1957-61 averages in all states except North Carolina.

Market requirements for late summer cabbage are not expected to change significantly during the next few years. Producers should be able to market successfully a tonnage equal to the 1957-61 average if harvesting schedules are normal. This production can be achieved on an acreage equal to 1963, providing abandonment and yields are average.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1959-63 average yield will result in a production 3 percent less than 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Carrots - Early Summer

(California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)(\$ per	(\$1,000)
			cwt.)	cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage 20 percent less  
than in 1963) 7,000

1/ 276 1,932

Background Statistics

1963 Prel.	8,800	8,800	275	2,420	2.77	6,692
1962	8,000	8,000	245	1,960	3.80	7,449
1957-61 Average	6,820	6,820	276	1,874	4.45	8,329
1952-56 "	7,500	7,500	264	1,978	4.21	8,360

1/ 1957-61 average yield.

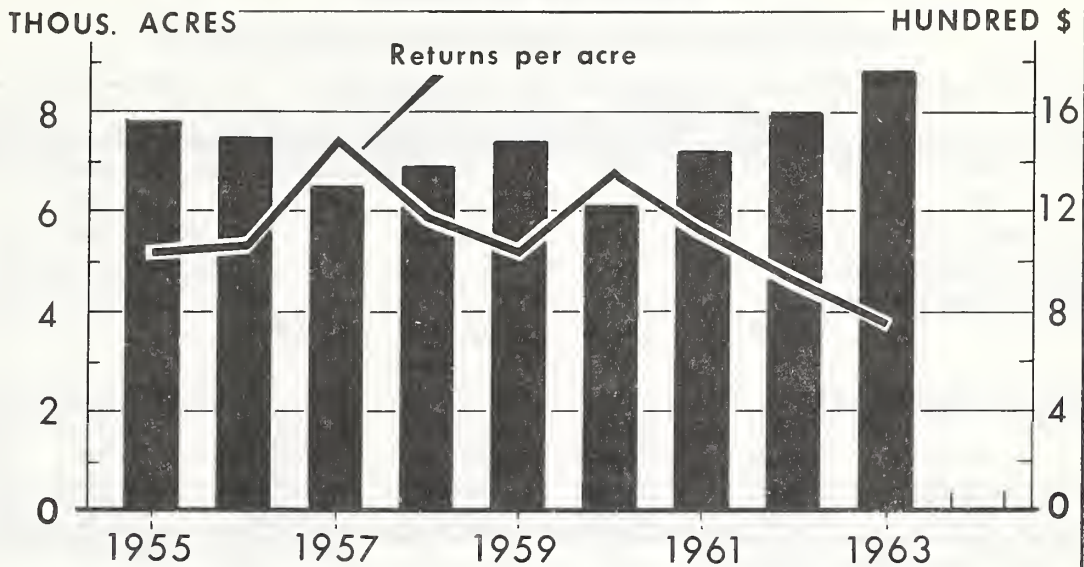
Comments: In spite of an unfavorable marketing season in 1962, California growers increased their summer carrot acreage substantially in 1963. Plantings were the largest recorded there since the mid-1940's. Total production exceeded the 1962 crop by 23 percent and was second only to the long-standing record established in 1945. As a result of the heavy potential supplies, prices were disappointing at the start of the season. Furthermore, no conditions developed to alter the supply situation and virtually no change was recorded in shipping point prices throughout the summer.

Two successive years of unsatisfactory prices have been recorded for early summer carrots. In both these years, market requirements have been clearly exceeded, and neither instance was the result of unusually high yields. A substantial acreage adjustment will be required if recurrence of these conditions is to be avoided in 1964. With average yields, an acreage a fifth smaller than in 1963 will be sufficient to produce a crop in balance with market needs.

1964 Guide: The 1964 guide is a planted acreage 20 percent less than in 1963. Such an acreage, with no abandonment and a 1957-61 average yield will result in a crop 20 percent smaller than in 1963 but slightly larger than the 1958-62 average.



## EARLY SUMMER CARROT PLANTINGS UP-- RETURNS PER ACRE DOWN IN 1963

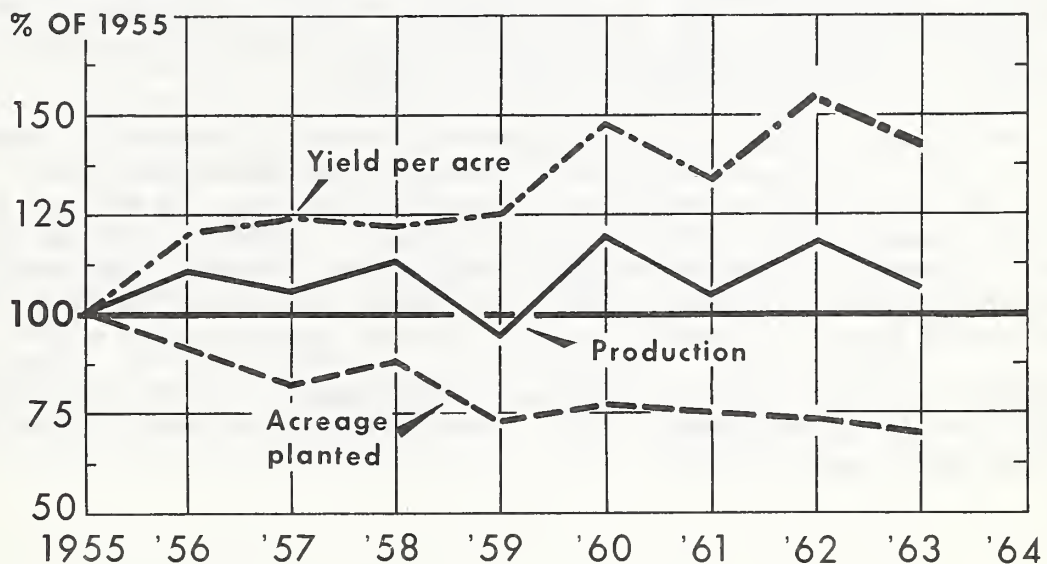


U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 635-64 (1) AGRICULTURAL MARKETING SERVICE

## LATE SUMMER CARROT TRENDS

*Acreage Decline Offset by Increasing Yields*



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 463-64 (1) AGRICULTURAL MARKETING SERVICE

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Carrots - Late Summer

(Massachusetts, New Jersey, Ohio and Colorado)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	: <u>Planted: For Harvest:</u>	: <u>Per Acre</u> :	: <u>Production:</u>	: <u>Price</u> :	: <u>Value</u>	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1964 Acreage Guide and Probable Production</u>						
(planted acreage equal to 1963)	3,400	1/ 236	762			
<u>Background Statistics</u>						
1963 Prel.	3,400	3,300	232	767	3.51	2,689
1962	3,600	3,400	250	851	2.96	2,521
1957-61 Average	3,866	3,642	213	774	3.36	2,600
1952-56 "	4,740	4,220	177	746	2.34	2,107
1/ 1960-63 average yield.						

Comments: Late summer carrot plantings were below 1962 as a result of reductions in New Jersey and Colorado. Dry weather affected development in the East, and production for the group totaled 10 percent less than in 1962. Pulling began in the Vineland section of New Jersey during the first week of July. Early-season frost had been an added problem in Ohio and harvest there began two weeks late. Movement from Massachusetts did not become active until mid-August. In contrast to some of the eastern sections, the Colorado crop reached harvest stage ahead of normal schedule. Light shipments began from the northern part of the state in early July and increased gradually through early August. Pulling got underway in the San Luis Valley in September and the state furnished good volume well into the fall.

Late summer growers faced unusually heavy competition from California-grown carrots in 1963, and prices were below average in New Jersey and Ohio. Colorado and Massachusetts fared better, however, shipping the bulk of their volume as movement from California was decreasing. California can be expected to continue to provide intensive competition. However, the late summer states have a locational advantage. Under normal conditions in 1964, growers should be able to market the crop from an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1960-63 average yield will result in a production about equal to 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Cauliflower - Summer

(New York, Colorado and Washington)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

3,650

1/ 97

333

Background Statistics

1963 Prel.	3,650	3,400	99	336	6.45	2,167
1962	3,700	3,550	100	356	6.11	2,174
1957-61 Average	4,410	4,120	95	391	6.19	2,412
1952-56 "	4,680	4,260	89	383	6.58	2,485

1/ 1958-63 average yield.

Comments: Total plantings of summer cauliflower peaked during the 1940's. Since then, acreage has gradually trended downward. New York plantings have contributed to the decline in recent years. But the trend has been most pronounced in Colorado, where 1963 plantings were less than a fourth of what they had been at the end of World War II. Total acreage in 1963 was slightly below a year earlier as cuts in these two states offset an increase in Washington plantings. The New York and Colorado crops developed well and yields were equal to a year earlier. But insect damage contributed to reduced yields for the processing crop in Washington. Shipments from the Cooperstown and Catskill sections of New York began in mid-July. Prices were high for early volume but were at moderate levels during most of August. Then in September, active harvest of the Long Island fall crop was delayed by cool weather. As a result, prices increased sharply for summer crop shipments and held at high levels through most of the month.

Summer growers are likely to experience more market competition in 1964, particularly from Long Island supplies. Under normal conditions, an acreage equal to 1963 would provide sufficient volume to satisfy market requirements.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1958-63 average yield will result in a production about equal to 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Celery - Early Summer

(Massachusetts, Ohio, Michigan and California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(see 1964 guide  
below)

3,940

1/ 475

1,825

Background Statistics

1963 Prel.	4,060	4,060	455	1,847	3.84	7,085
1962	3,760	3,760	468	1,758	4.60	8,081
1957-61 Average	4,020	3,896	476	1,854	3.59	6,636
1952-56 "	3,842	3,666	414	2/ 1,525	4.18	5,973

1/ 1960-63 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 49 in 1953, 25 in 1954 and 295 in 1956.

Comments: Total early summer celery acreage in 1963 was 8 percent larger than in 1962. All of the increase in plantings occurred in California and the crop in that state was nearly a fifth larger than in 1962. Prices for the increased production failed to match the high levels recorded a year earlier; total value of the California crop was 8 percent less than in 1962. In Ohio, a cool, dry spring reduced yields and production was below a year earlier. Growers in the state were able to market the small crop at high prices. However, the season was less successful for Michigan growers. Freezing temperatures in that state during May damaged plants, and as a result, yields were below average. Furthermore, harvest started about two weeks later than normal and late season offerings encountered strong competition from supplies originating in late summer areas. As a group, early summer growers received substantially lower average prices than they had in 1962.

Under normal conditions in 1964, growers may encounter less competition with spring supplies than occurred in 1963. A crop the size of that produced in 1963 should result in a good market balance.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963 in California and equal to 1963 in all other states. Such acreages, with normal abandonment and 1960-63 average yields by states will result in a production slightly smaller than that in 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Celery - Late Summer

(New York, Colorado, Washington, and New Jersey)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

2,870                      1/ 332                      934

Background Statistics

1963 Prel.	2,870	2,850	340	969	3.18	3,081
1962	2,910	2,890	337	2/ 973	3.88	3,774
1957-61 Average	3,128	3,010	318	958	3.75	3,595
1952-56 "	4,560	4,342	295	2/ 1,279	3.70	4,700

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 10 in 1953, 24 in 1954 and 29 in 1962.

Comments: Moderate planting reductions were made in 1963 in Colorado and Washington; acreages in New York and New Jersey were unchanged from 1962 levels. Total acreage was record-low. Weather was favorable and a record yield per acre resulted. Even so, total production was off slightly from the previous year. Three-fourths of the crop originated in New York, where Orange County harvest started in the second week of July, peaking early in August. Cutting in Wayne County began early in August, but most of the crop was sold in September. The bulk of the New Jersey supply was marketed during July and August. The small Colorado and Washington crops were marketed largely during August and September. Prices trended downward during July, then stabilized in late summer. Growers' prices in Colorado averaged at a record level, but in New York and New Jersey they averaged below the high levels of 1962.

In 1964, there should be sufficient outlets for the production from an acreage equal to that grown in 1963. Market pressures, however, will continue strong from overlapping early summer supplies.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1960-63 average yield, will result in a production 4 percent smaller than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Sweet Corn - Early Summer

(New Jersey, Missouri, Kansas, Virginia, North Carolina,  
Oklahoma, Kentucky, Arkansas and California)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	: Per Acre	:Production:	: Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

37,900                      1/ 66                      2,426

Background Statistics

1963 Prel.	37,900	36,700	65	2/ 2,390	3.85	9,193
1962	40,100	38,600	66	2/ 2,552	3.31	8,274
1957-61 Average	42,800	40,760	63	2,582	4.04	10,390
1952-56 "	46,760	42,380	52	2/ 2,178	3.98	8,587

1/ 1961-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 80 in 1955, 13 in 1956, 50 in 1962 and 2 in 1963.

Comments: Increases in New Jersey and Missouri plantings were more than offset by decreases in all other states; total acreage in 1963 was an all-time low, 5 percent below 1962. Cool, dry weather in eastern areas, particularly in Virginia, slowed crop development. But the group average yield per acre was nearly equal to a year earlier. Total production was the smallest since 1957 and was 6 percent below 1962. Overlap in supplies from the Florida spring crop was less troublesome than in 1962. This resulted in a firm price structure as first early summer offerings came into markets. Thereafter, however, prices showed a sharp seasonal decline. For the season, prices received by growers were below average but considerably above the depressed levels of 1962.

With normal harvest timing in 1964, competition in outlets may be stronger. However, markets should readily absorb the supply from an acreage equal to that in 1963.

1964 Guide: The 1964 guide is a planted acreage equal to that in 1963. Such as acreage, with normal abandonment and a 1961-63 average yield, will result in a production 2 percent larger than in 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Sweet Corn - Late Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Ohio, Illinois, Michigan, Maryland, Colorado, Washington and Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000	cwt.)

1964 Acreage Guide and Probable Production

(planted acreage equal to 1963)

100,900                      1/ 63                      6,039

Background Statistics

1963 Prel.	100,900	93,850	62	5,797	3.18	18,454
1962	100,900	95,450	64	6,080	3.24	19,673
1957-61 Average	101,630	96,720	60	2/ 5,797	3.20	18,239
1952-56 "	103,590	97,590	56	2/ 5,477	3.15	17,220

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 38 in 1955, 72 in 1959 and 242 in 1961.

Comments: Increases in 1963 plantings in Illinois, Maryland, Colorado and Washington were offset by cuts in Massachusetts, New York and Ohio; total acreage was equal to 1962. In eastern areas, early plant growth was checked by cool, dry weather; loss of acreage was above average but all areas except Massachusetts, Pennsylvania and Maryland reported yields per acre above average. Total production was 5 percent below 1962, but equal to average. Overlap with early summer supplies, particularly those originating in New Jersey, was heavier than a year earlier. Late summer harvests were generally underway by mid-July. In Ohio, harvest peaked during July. Heaviest New York shipments occurred during August, but movement continued relatively large during September. Oregon volume was limited until late in August. In total, growers' prices averaged slightly below the previous year and average.

With average yields and abandonment, a 1964 acreage equal to that planted in 1963 would result in a moderate production increase. If harvest timing is normal, growers should be able to market this volume successfully.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1960-63 average yield will result in a production 4 percent larger than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Cucumbers - Early Summer

(New Jersey, Illinois, Delaware, Maryland, and Virginia)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and Probable Production

(planted acreage equal to 1963)

6,600

1/ 95

608

Background Statistics

1963 Prel.	6,600	6,200	91	564	4.64	2,617
1962	6,600	6,400	99	636	3.74	2,377
1957-61 Average	6,720	6,650	86	571	3.88	2,215
1952-56 "	7,030	7,030	71	494	4.42	2,177

1/ 1961-63 average yield.

Comments: Total plantings in 1963 were equal to a year earlier as increases in Maryland and Illinois offset reductions in Virginia and Delaware. Dry conditions throughout eastern producing areas caused a two to three week delay in maturity for the bulk of the crop. Movement of early summer supplies did not reach normal levels until the second week of July. This prevented what might have been a price depressing surplus, because late spring marketings from North Carolina were much heavier than usual during the first half of July. Further benefiting the marketing picture was the fact that total production was held down by below-normal yields in several important areas. Both the Virginia and Maryland crops were substantially below 1962 levels. Market prices were high during July and held at moderate levels through August despite competition from late summer crops.

Growers should be able to market a moderately larger production in 1964. However, assuming average yields, a sufficient increase would be produced on an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1961-63 average yield will result in a production 8 percent more than in 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Cucumbers - Late Summer

(Massachusetts, New York, Pennsylvania and Michigan)

Year	: Acreage	: Yield	:	:
	:Planted: For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and Probable Production

(planted acreage 5 percent less than in 1963) 6,410

1/ 84 501

Background Statistics

1963 Prel.	6,750	6,000	84	2/ 503	4.04	1,928
1962	6,500	5,750	79	455	5.06	2,304
1957-61 Average	6,650	6,240	81	501	4.26	2,145
1952-56 "	7,060	6,580	87	573	4.28	2,450

1/ 1960-63 average yield.

2/ Includes 26,000 cwt. not marketed in 1963 and excluded in computing value.

Comments: High prices in 1962 helped influence late summer crop producers to increase plantings in 1963. The crop was delayed by unfavorable weather in several areas during June and July, and in Michigan a relatively large acreage was abandoned. Even so, yields were about equal to average in all states except Massachusetts, and there a record-high tonnage per acre was harvested. In total, production was 11 percent larger than in 1962. The comparatively small Massachusetts and Pennsylvania crops were marketed at satisfactory prices during late July and early August. But difficulty was encountered in marketing the larger New York and Michigan supplies. Prices were extremely low through the last week of August and early September when movement from New York was heaviest. The season average price for the group was much less than in 1962 and below the 1957-61 average.

The late summer market potential in 1964 can be expected to be about the same as it was in 1963. Under normal conditions in 1964, adequate supplies can be produced on an acreage smaller than that planted in 1963.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963. Such an acreage, with normal abandonment and a 1960-63 average yield will result in a production about equal to 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Eggplant - Summer

(New Jersey)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production  
(planted acreage 20 percent  
less than in 1963) 1,300

1/ 130 169

Background Statistics

1963 Prel.	1,600	1,600	105	168	4.20	706
1962	1,200	1,200	160	192	4.20	806
1957-61 Average	1,360	1,360	117	160	4.18	666
1952-56 "	1,340	1,340	101	135	3.69	494

1/ 1958-62 average yield.

Comments: Total acreage of summer season eggplant was increased a third in 1963. Early plantings in the Swedesboro-Pedricktown area were damaged by a late spring frost and some replanting was necessary. Furthermore, the crop suffered severely from drought conditions. Yields were well below average and in sharp contrast to the record-high levels recorded in 1962. In total, New Jersey production was 12 percent smaller than a year earlier. Light harvest began in late July, a little behind normal schedule. Early offerings commanded high prices, but returns declined to low levels by late August as shipments reached peak volume. For the season, prices equalled the levels of 1962 and the 1957-61 average.

Market requirements for summer eggplant have been relatively stable in recent years. A crop about equal to 1963 should satisfy needs in 1964. With average yields, however, this volume can be produced on an acreage substantially smaller than in 1963.

1964 Guide: The 1964 guide is a planted acreage 20 percent less than in 1963. Such an acreage, with no abandonment and a 1958-62 average yield will result in a production about equal to 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Lettuce - Summer

(Maine, New York, Ohio, Michigan, Wisconsin, Colorado and California)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

45,950                      1/ 224                      9,881

Background Statistics

1963 Prel.	45,950	44,200	241	2/ 10,664	4.10	43,384
1962	48,750	46,500	226	2/ 10,507	3.05	30,668
1957-61 Average	50,960	48,630	194	2/ 9,474	3.50	30,861
1952-56 "	41,280	39,170	205	2/ 7,989	3.75	29,531

1/ 1961-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 84 in 1953, 140 in 1954, 176 in 1956, 70 in 1957, 284 in 1958, 122 in 1959, 2,404 in 1960, 467 in 1961, 442 in 1962 and 94 in 1963.

Comments: Early indications pointed to a below-average summer lettuce crop in 1963. Planted acreage was the lowest recorded in eight years. Furthermore, cool weather was affecting the California crop and drought was retarding growth in a number of other areas. However, prospects improved steadily and a record average yield developed for the seasonal group. Total production was slightly larger than in 1963. Prices were high in June as cool weather delayed California shipments. Returns declined gradually during July, reaching fairly low levels in August, but a relatively even flow of supplies kept prices from reaching distress levels. For the season, returns averaged substantially above the low levels of 1962.

For the last four years, summer lettuce production has exceeded 10 million hundredweight. In each of these years, periods of low prices have been recorded and substantial quantities have been abandoned because of market conditions. In 1963, unusually good harvest timing kept problems at a minimum. Under normal conditions in 1964, a smaller crop than that produced in 1963 would be adequate for market requirements. However, with average yields, a sufficient reduction could be realized on an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1961-63 average yield will result in a production 7 percent smaller than in 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Onions - Early Summer

(New Jersey, Iowa, Texas, New Mexico and Washington)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage guide and  
Probable Production

(planted acreage equal  
to 1963)

9,620

1/ 228

2,127

Background Statistics

1963 Prel.	9,620	9,420	220	2,070	4.88	10,099
1962	9,530	9,330	234	2,185	3.40	7,439
1957-61 Average	11,778	10,502	222	2/ 2,311	3.25	7,117
1952-56 "	7,194	6,994	184	2/ 1,285	3.72	4,857

1/ 1959-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 40 in 1953, 210 in 1957, 274 in 1958, 23 in 1959 and 50 in 1960.

Comments: Early summer onion acreage in 1963 was slightly larger than a year earlier as a result of increases in New Jersey and Texas. Production problems were common and yields were below average in all states except New Mexico. In Washington, the crop suffered winter damage and growth was retarded by a cool spring. In New Jersey and Iowa, development on dryland acreages was affected by lack of moisture. Reflecting the lower yields, total production was 5 percent less than in 1962 and the smallest recorded for the group since 1956. Pulling got underway in New Mexico and Texas in early June. Little harvest activity occurred in other early summer areas before the end of the month. New Jersey and Washington shipments reached peak volume during the second half of July, then declined sharply. Both Texas and New Mexico continued to furnish substantial volume through mid-August. The reduced production in 1963 met good market reception. Prices in all states averaged substantially above the levels recorded a year earlier.

Early summer onions may experience more competition from late spring crops in 1964. Even so, growers should be able to successfully market the crop from an acreage equal to that planted in 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1959-62 average yield will result in a production 3 percent larger than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Onions - Late Summer

(Massachusetts, New York, Ohio, Indiana, Illinois, Michigan, Wisconsin,  
Minnesota, Iowa, Nebraska, Kansas, Idaho, Colorado, Utah,  
Nevada, Washington, Oregon and California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production  
(see 1964 guide  
below)

55,790                      1/ 329                      17,662

Background Statistics

1963 Prel.	59,050	56,490	325	18,335	2.98	54,561
1962	58,540	55,700	342	19,039	2.06	39,264
1957-61 Average	59,124	55,854	316	2/ 17,673	2.63	45,837
1952-56 "	60,000	57,424	291	2/ 16,742	2.33	37,716

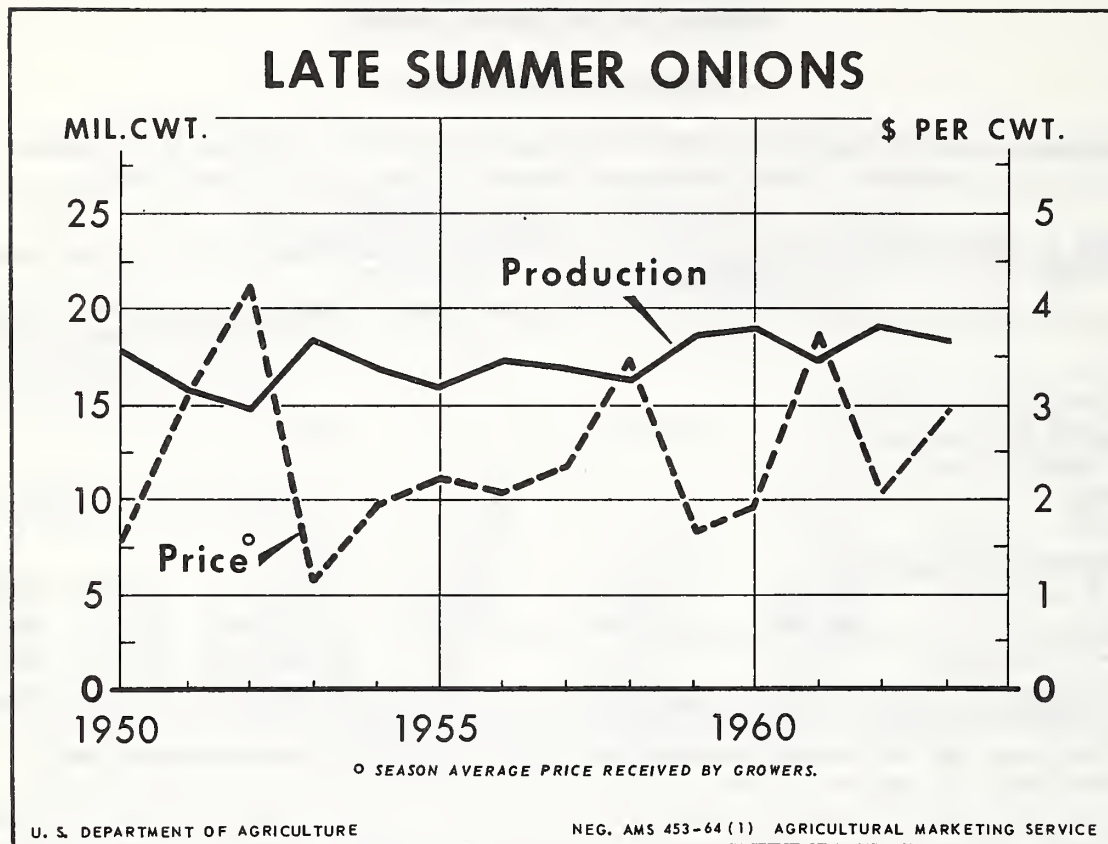
1/ 1958-62 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 50 in 1953, 106 in 1956 and 174 in 1957.

Comments: Sharp acreage changes were made in three principal states in 1963. Colorado plantings were cut by more than two thousand acres to the lowest recorded in that state since 1955. However, this reduction was more than offset by sharp increases in New York and California. Total late summer plantings were slightly larger than in 1962. This acreage, plus good early development gave prospects of a heavy production early in the season. But dry weather in several major areas reduced the outlook as the season progressed. Yields in New York were 15 percent below 1962 levels and reductions in other areas contributed to a total production 4 percent below the large 1962 crop. Early shipments returned moderate prices as a result of abbreviated competition from the small early summer crop. Prices continued to hold through the early fall and strengthened further in early November as harvesting ended.

Under normal conditions in 1964, the crop from a moderately smaller acreage than that planted in 1963 would provide ample supplies for market requirements.

1964 Guide: The 1964 guide is a planted acreage 10 percent more than in 1963 in Colorado, 10 percent smaller than in 1963 in New York and California and 5 percent smaller than in 1963 in all other states. Such an acreage, with normal abandonment and 1958-62 average yields by states will result in a production 4 percent smaller than in 1963.



Lower yields offset the effects of an increased acreage in 1963 and late summer onion production was moderately smaller than a year earlier. In 1962, sales of the excessive quantities produced were made at the expense of substantial price concessions. The reduced supply in 1963 returned growers considerably more favorable prices. Total value of the 1963 crop was 55 million dollars compared to 39 million in 1962.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Peas - Summer

(New York and Colorado)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and Probable Production

(planted acreage equal to 1963)

1,450

1/ 39

54

Background Statistics

1963 Prel.	1,450	1,350	35	47	10.15	477
1962	1,550	1,400	43	60	9.62	577
1957-61 Average	2,120	1,960	37	2/ 71	9.00	625
1952-56 "	3,578	3,318	33	2/ 109	6.94	735

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 5 in 1955 and 5 in 1958.

Comments: Production of green peas for 1963 summer harvest was 22 percent below 1962 and 34 percent under the 1957-61 average. Hot weather in New York during the harvest season speeded maturity and reduced yields to the lowest level in over 10 years. Yields in Colorado were also below the high level of the two preceding years. Harvest commenced in New York during the last half of June and movement was largely completed by the end of July. Supplies were available from Colorado until late August. Favorable marketing conditions prevailed during the season and the average price received by growers slightly exceeded the record high set in 1961.

Processed peas have nearly replaced the fresh form in the market. During the years immediately preceding World War II, consumption of fresh peas accounted for approximately a fifth of the total. In 1962, the fresh form comprised less than 2 percent of all peas consumed. Even so, a limited demand for fresh peas will continue from a few specialized outlets. Providing normal yields and abandonment, a planted acreage in 1964 equal to 1963 would furnish ample supplies for this market.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1958-62 average yield will result in a production 15 percent above 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Green Peppers - Early Summer

(North Carolina, Mississippi and Louisiana)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

7,750

1/ 38

289

Background Statistics

1963 Prel.	7,750	7,650	37	284	9.14	2,595
1962	7,550	7,450	41	304	7.78	2,365
1957-61 Average	7,950	7,760	34	2/ 264	8.10	2,143
1952-56 "	9,240	8,740	34	2/ 299	9.84	2,626

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 15 in 1954, 87 in 1955 and 3 in 1958..

Comments: In 1963, plantings were increased moderately in Louisiana but remained unchanged from 1962 levels in Mississippi and North Carolina. Total acreage was 3 percent larger than in 1962. Adverse weather in Mississippi and Louisiana retarded growth and yields were sharply below 1962 levels in these two states. In North Carolina, unusually cold conditions during April and early May affected crop development. This did not prevent high yields, but it did delay active harvest by several weeks. Market competition was intense in June as a result of heavy shipments from large spring crops in Florida and Texas. Consequently, prices in Louisiana and Mississippi were below average. In North Carolina, however, picking did not become active until July. Shipments from this area missed the early-season glut and returned high prices to growers.

With normal competition from other growing areas in 1964, early summer producers should be able to successfully market a quantity equal to that grown in 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1960-63 average yield would result in a production about equal to 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Green Peppers - Late Summer

(Massachusetts, Rhode Island, Connecticut, New Jersey, Ohio,  
California, New York, and Michigan)

Year	: Acreage :	Yield :	:	:
	:Planted: For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1964 Acreage Guide and  
Probable Production  
(see 1964 guide  
below)

18,400                      1/ 92                      1,668

Background Statistics

1963 Prel.	18,750	18,500	93	1,723	5.59	9,629
1962	19,050	18,900	89	1,689	6.32	10,668
1957-61 Average	18,196	17,586	93	1,627	6.45	10,467
1952-56 "	13,932	13,758	84	1,150	6.42	7,343

1/ 1957-61 average yields by states.

Comments: The long-term upward trend in late summer green pepper acreage reached a peak in 1959. Since then, plantings have held at a comparatively high level. California and New Jersey, the two dominant producing states, reduced acreage in 1963. The only other change from 1962 plantings was an increase in Michigan. These adjustments resulted in a slight net acreage reduction for the group. Growing conditions were favorable in New England, but dry weather affected yields in other eastern and midwestern areas. In California, yields exceeded 1962 levels and production in that state was up 8 percent. The larger California crop encountered considerable marketing difficulty and returned low prices to growers. Returns in Michigan were also below average, but in the East, prices were about equal to 1962 levels.

A moderately smaller production would satisfy market requirements in 1964 while improving prospects for a satisfactory marketing season.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963 in Michigan and California and equal to 1963 in all other states. Such an acreage, with normal abandonment and 1957-61 average yields by states will result in a production 3 percent smaller than in 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Spinach - Summer

(Colorado)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

2,500

1/ 53

119

Background Statistics

1963 Prel.	2,500	2,300	50	115	5.70	656
1962	2,800	2,600	55	143	5.50	786
1957-61 Average	2,080	1,840	50	94	4.83	475
1952-56 "	1,200	980	50	49	5.36	260

1/ 1958-62 average yield.

Comments: Production of summer spinach in Colorado has made a substantial comeback from the low levels of the early 1950's. Larger plantings in the San Luis Valley accounted for most of the expansion. In 1963, however, growers reduced acreage approximately a tenth from the previous year. Total production was one-fifth under 1962 but 22 percent above the 1957-61 average. Shipment of the summer crop began during July and peak activity was reached in September. Prices were high during much of the season. By the first of October, however, movement had begun in several of the early fall states and prices declined moderately.

Although production of spinach for summer harvest has more than doubled during the past decade, satisfactory outlets have been found for the increasing volume. Shippers have been able to advance sales in the large eastern markets, supplementing increased movement to nearby metropolitan areas. Growers in Colorado should continue to benefit from the wide gap between late spring shipments and the start of the early fall deal. Satisfactory outlets should be available for the production from a 1964 acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1958-62 average yield will result in a production 3 percent larger than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Tomatoes - Early Summer

(New Jersey, Ohio, Illinois, Missouri, Delaware, Maryland, Virginia,  
North Carolina, Kentucky, Tennessee, Alabama, Arkansas and California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

42,400                      1/ 121                      5,079

Background Statistics

1963 Prel.	42,400	42,300	123	5,211	7.21	37,592
1962	41,650	41,550	115	4,790	7.10	34,012
1957-61 Average	46,090	45,850	111	2/ 5,055	6.90	34,978
1952-56 "	47,090	46,600	88	2/ 4,109	6.70	27,453

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 110 in 1955, and 20 in 1958.

Comments: Total tomato acreage for early summer harvest has changed little in the last four years. In 1963, plantings were slightly larger than a year earlier and the crop exceeded the 1962 production total by 9 percent. Underlying the total figures were sharp contrasts in growing conditions among areas. Dry weather in several East Coast states held yields below 1962 levels. But yield gains in California, Ohio, Alabama, Arkansas and Tennessee were more than offsetting. In general, early summer harvest got off to a late start. Frosts delayed crops in New Jersey, Ohio and Illinois. Development in California was retarded by a cool spring. Prices were high in June and early July. However, returns declined in late July as shipments increased from California and the East Coast states. By late August, prices were low as supplies became available from many sources. For the season, prices averaged slightly above 1962 and the 1957-61 average.

Harvest timing can be expected to continue as a major influence on the market for early summer tomatoes. Under normal conditions in 1964, growers should be able to successfully market the crop from an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1960-63 average yield will result in a crop 3 percent smaller than in 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Tomatoes - Late Summer

(Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania,  
Ohio, Indiana, Illinois, Michigan, Colorado, Washington,  
Oregon, North Carolina, and New Mexico)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage 5 percent  
more than in 1963) 30,680

1/ 107                      3,151

Background Statistics

1963 Prel.	29,220	28,120	110	3,105	6.33	19,655
1962	29,940	28,990	109	3,163	6.13	19,381
1957-61 Average	33,338	32,018	103	3,306	6.01	19,830
1952-56 "	37,340	36,120	105	3,801	5.91	22,418

1/ 1961-63 average yield.

Comments: The downward trend in the late summer tomato acreage continued in 1963 as growers reduced plantings slightly from the previous record-low levels of 1962. Dry weather in the mid-Atlantic and midwestern states threatened crops during the early season but subsequent conditions were good and yields were above average in most states. Production for the group was 2 percent less than in 1962. In general, harvest of late summer tomatoes was later than normal. Heavy movement from New York and Pennsylvania did not occur until late August. Cool weather held back harvest in the Midwest and Michigan volume peaked in mid-September. In the West, heaviest shipments occurred in late August. The delays in harvesting helped reduce overlap with shipments from early summer states. For the season, prices averaged slightly above a year earlier and moderately above the 1957-61 average.

In 1964, there should be a market for a crop about equal to that produced in 1963. If harvest timing is normal, growers should be able to market this quantity at satisfactory prices.

1964 Guide: The 1964 guide is a planted acreage 5 percent more than in 1963. Such an acreage, with normal abandonment and a 1961-63 average yield will result in a production 1 percent more than in 1963.



1964 Acreage-Marketing Guides  
Melons for Fresh Market

Cantaloups - Early Summer

(South Carolina, Georgia and Arizona)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

11,300                      1/ 50                      565

Background Statistics

1963 Prel.	11,300	11,300	50	570	3.74	2,131
1962	12,500	12,400	50	2/ 624	3.50	2,067
1957-61 Average	15,260	15,200	48	727	4.01	2,867
1952-56 "	20,980	20,760	67	2/1,409	3.47	4,896

1/ 1958-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 17 in 1954 and 34 in 1962.

Comments: Total acreage, which has shown a long-term downward trend, was record low in 1963 and 10 percent smaller than in 1962. Most of the decrease in acreage, both long-term and last year, occurred in Arizona. Lesser changes in 1963 acreages in South Carolina and Georgia were about offsetting. A record yield per acre was obtained on the small Arizona acreage. Yields in the southeastern states were about equal to a year earlier. Nevertheless, total production was record-low and 22 percent below average. Due to favorable timing in spring harvests and delay in California mid-summer shipments, the small Arizona crop returned a record-high price. June rains in South Carolina and Georgia delayed picking, and peak movement from these states occurred in July when competitive supplies were increasing seasonally. Thus, growers' prices in the southeastern states were below average.

Assuming normal harvest timing in 1964, markets should be able to readily absorb the production from an acreage equal to that in 1963.

1964 Guide: The 1964 guide is a planted acreage equal to that in 1963. Such an acreage, with no abandonment and a 1958-63 average yield will result in a production about equal to 1963.

1964 Acreage-Marketing Guides  
Melons for Fresh Market

Cantaloups - Mid-Summer

(Indiana, Illinois, Iowa, Missouri, Delaware, Maryland, North Carolina,  
Arkansas, Oklahoma, Texas, New Mexico, California, and Alabama)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

65,000                      1/ 111                      7,071

Background Statistics

1963 Prel.	65,000	64,150	115	7,375	4.25	31,333
1962	70,800	69,400	106	2/ 7,350	3.60	25,994
1957-61 Average	62,110	60,970	112	2/ 6,770	3.98	26,620
1952-56 "	52,230	51,150	101	5,163	3.45	17,631

1/ 1961-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and  
excluded in computing value: 395 in 1958 and 129 in 1962.

Comments: In California, which accounted for four-fifths of 1963 production, acreage was reduced 10 percent from 1962 levels. Combined acreage in the other mid-summer states was down 4 percent. In spite of cool, wet weather, high yields were harvested in California. Production in the state exceeded that of the preceding year despite the acreage reduction. In the other states combined, production was practically equal to the preceding year. The California harvest started about two weeks later than normal. This permitted an orderly clean-up of spring and early summer supplies. Harvest in the San Joaquin Valley began in early July, gradually increasing to a peak about the first of August. Shipments from the state continued active through late September. Prices in nearly all mid-summer states were above average in 1963.

The market potential for cantaloups is expected to continue at high levels. With good harvest timing in 1964, growers should be able to market satisfactorily the crop from an acreage equal to that planted in 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1961-63 average yield, will result in a production 4 percent smaller than in 1963.

1964 Acreage-Marketing Guides  
Melons for Fresh Market

Cantaloups - Late Summer

(New York, New Jersey, Ohio, Michigan, Kansas  
Colorado, Washington and Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

14,250                      1/ 85                      1,114

Background Statistics

1963 Prel.	14,250	13,000	88	1,146	3.75	4,303
1962	14,450	13,300	81	1,080	3.68	3,973
1957-61 Average	14,880	13,620	84	1,135	3.63	4,113
1952-56 "	13,082	12,362	90	1,112	3.23	3,588

1/ 1961-63 average yield.

Comments: Total acreage was reduced slightly in 1963. Decreases in New York, Michigan, Kansas and Oregon plantings more than offset moderate increases in Ohio and Colorado. Following cool, dry weather, crop development was slow and harvests were generally late. But yields were above average and total production was moderately above 1962. Shipments reached volume about mid-August and continued into September. Marketings from New Jersey peaked late in August, and in New York and Ohio, about September 1. Supplies from California moved into markets throughout the late summer and as a result, checked demand for offerings originating in late summer areas. However, growers' prices in the late summer states were moderately above average.

California can be expected to continue to supply a large portion of late summer market needs. However, with good harvest timing in 1964, growers in late summer areas should be able to market successfully the production from an acreage as large as in 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1961-63 average yield, will result in a production 3 percent smaller than in 1963.



1964 Acreage-Marketing Guides  
Melons for Fresh Market

Watermelons - Early Summer

(North Carolina, South Carolina, Georgia, Alabama, Mississippi,  
Arkansas, Louisiana, Oklahoma, Texas, Arizona and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value				
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production  
(see 1964 guide  
below)

216,800                      1/ 76                      14,934

Background Statistics

1963 Prel.	218,800	201,400	78	2/ 15,799	1.40	21,465
1962	221,700	204,600	75	2/ 15,416	1.26	18,710
1957-61 Average	262,720	234,520	74	2/ 17,276	1.31	21,895
1952-56 "	321,680	290,080	65	2/ 18,886	1.24	22,628

1/ 1960-63 average yields by states.

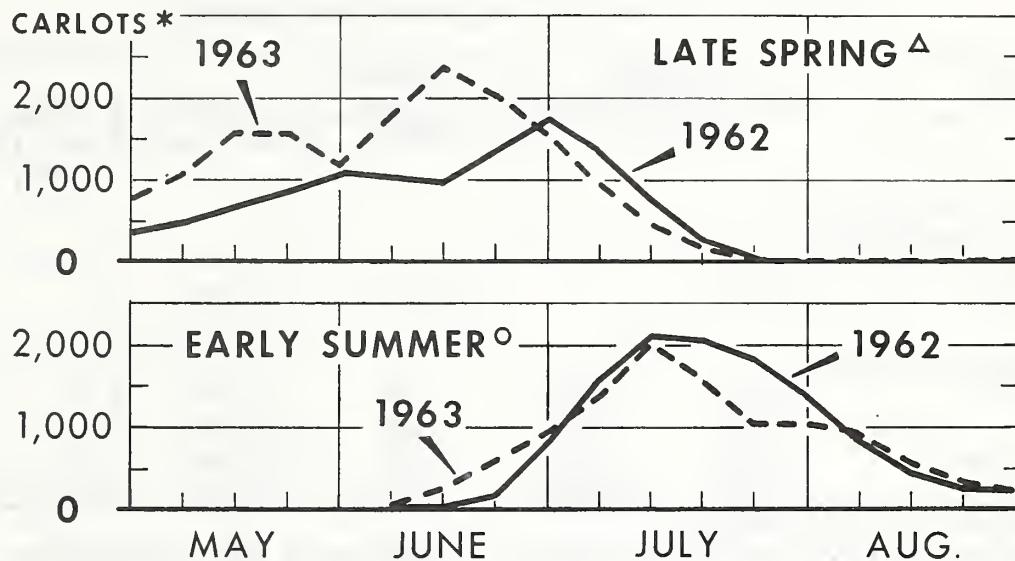
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 280 in 1954, 1,111 in 1955, 499 in 1956, 2,040 in 1958, 70 in 1959, 147 in 1960, 540 in 1962 and 466 in 1963.

Comments: Except for moderate increases in Georgia and Texas, most areas reduced plantings in 1963. Total acreage was record-low. However, this action was offset by a record average yield per acre and total production was slightly above 1962. Heavy movement from Florida spring areas continued through June, restricting outlets for first early summer shipments. Prices improved in July as Florida competition decreased sharply. But returns again declined in August as late summer areas reached peak harvest.

Season average prices received by growers in 1963 were moderately above average. But part of the crop was abandoned for the fifth time in the last six years. In 1964, growers can again expect substantial competition from Florida spring shipments and from supplies originating in late summer states. A moderately smaller crop would improve the likelihood of satisfactory marketing conditions in 1964.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963 in Georgia and equal to 1963 in all other states. Such an acreage, with normal abandonment and 1960-63 average yields by states will result in a production 5 percent less than in 1963.

## WATERMELON SUPPLIES - UNLOADS 41 CITIES



\* RAIL AND TRUCK COMBINED.

Δ FLORIDA.

○ N. CAR., S. CAR., GA., ALA., MISS., ARK., AND LA.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 644-64 (2) AGRICULTURAL MARKETING SERVICE

Watermelon production in the early summer of 1963 was slightly larger than in 1962. In total, prices averaged higher than a year earlier; but periods of considerable marketing difficulty were encountered. Shipments of late spring watermelons from Florida were large in June and early July, restricting outlets for early summer crops. Nearly half a million hundredweight of early summer melons were not marketed because of economic conditions.

1964 Acreage-Marketing Guides  
Melons for Fresh Market

Watermelons - Late Summer

(Indiana, Illinois, Iowa, Missouri, Delaware,  
Maryland, Virginia, Oregon and Washington)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

32,250                      1/ 123                      3,927

Background Statistics

1963 Prel.	32,250	31,850	122	3,871	1.23	4,744
1962	33,700	33,600	121	4,072	1.15	4,699
1957-61 Average	31,300	31,000	121	2/ 3,750	1.28	4,659
1952-56 "	25,000	24,860	112	2,793	1.32	3,622

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 200 in 1958 and 144 in 1960.

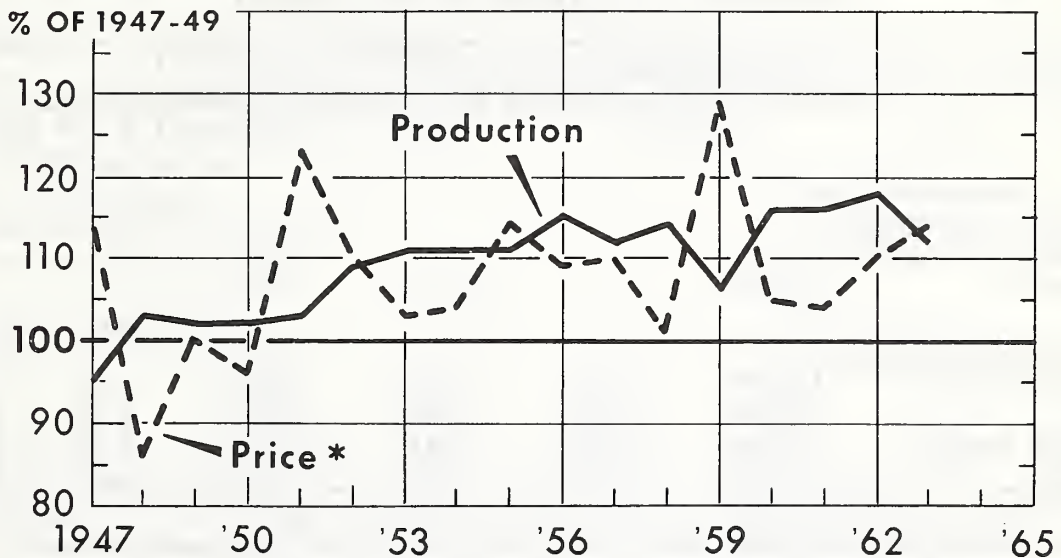
Comments: Due largely to a 23 percent cut in Virginia plantings, total 1963 acreage was 4 percent less than in 1962. In spite of dry, cool weather which retarded vine growth in many areas, the aggregate yield per acre was slightly above average. Total production was 5 percent below 1962, and the smallest since 1959. Relatively few late summer watermelons were marketed during July, and as a result, shipments bunched during August. Marketings from early summer areas, particularly Alabama, the Carolinas, California and Texas were relatively heavy during August and checked demand for late summer offerings. Prices received by late summer growers for 1963 sales averaged moderately above 1962 levels but were below the 1957-61 average.

In 1964, late summer growers can expect a continuance of strong competition from supplies moving from early summer areas. The production from an acreage in 1964 equal to 1963 would be adequate for market requirements.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1960-63 average yield, will result in a production 1 percent larger than in 1963.



## FALL COMMERCIAL VEGETABLES FOR FRESH MARKET



\* SEASON AVERAGE PRICE RECEIVED BY FARMERS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 637-64 (2) AGRICULTURAL MARKETING SERVICE

Total production of fall season fresh vegetables has trended gradually upward in recent years. Prices received by growers have varied considerably, but have shown no definite trend. Output in 1963 totaled 36.1 million hundredweight, 5 percent less than in 1962. Acreage was only slightly smaller than a year earlier but yields were down significantly, largely as a result of dry weather in the East and parts of the Midwest. The reduction in aggregate production was reflected in high prices. Nevertheless, total value of vegetables in the fall of 1963 was slightly smaller than in 1962.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Snap Beans - Early Fall

(New Jersey, Maryland, Virginia, North Carolina, South Carolina,  
Mississippi, Louisiana and California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

15,150

1/ 42

604

Background Statistics

1963 Prel.	15,150	13,900	42	588	9.05	5,320
1962	14,450	13,650	45	619	8.81	5,451
1957-61 Average	15,130	14,090	42	2/ 586	9.22	5,364
1952-56 "	17,860	15,990	42	2/ 668	8.57	5,684

1/ 1957-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 4 in 1955 and 7 in 1957.

Comments: Since 1955, total plantings of early fall snap beans have fluctuated between 14,400 and 15,900 acres; 1963 plantings fell in the exact middle of this range but were 5 percent larger than in 1962. This increase was attributed to larger plantings in Virginia, New Jersey, Maryland and South Carolina; the long-term decline in Mississippi and Louisiana plantings continued. Acreage abandonment was larger than normal, primarily because of difficulties in Virginia. Extremely dry conditions prevailed throughout October and 600 acres were lost in that state. Yields in Virginia also were down sharply, accounting for most of the reduction from 1962 in the group average yield. The moderate-sized crop was marketed under generally favorable circumstances. A timely end of shipments from late summer areas prevented a frequently troublesome overlap. Also, there was good harvest timing among the principal eastern states within the group during the September-October marketing period.

The demand for snap beans during the 1964 early fall marketing season is expected to be about the same as in 1963. However, harvest timing may be less favorable. An acreage equal to 1963 will be sufficient to supply market requirements in 1964.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1957-61 average yield will result in a production 3 percent more than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Snap Beans - Late Fall

(Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production  
(planted acreage 15 percent  
more than in 1963) 12,000

1/ 38                      410

Background Statistics

1963 Prel.	10,400	9,900	39	388	10.97	4,256
1962	13,500	11,500	35	408	11.08	4,522
1957-61 Average	15,860	14,040	35	<u>2/</u> 489	8.98	4,116
1952-56 "	20,960	18,280	30	<u>2/</u> 554	9.28	4,886

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1953, 31 in 1955, 49 in 1958 and 50 in 1961.

Comments: Late fall plantings have been reduced sharply in the last two years. Florida planted acreage in 1963 was one-fourth less than the low level reached in 1962. Acreage in Texas was not changed in either 1962 or 1963. In late September, high winds and heavy rains associated with hurricane movements slowed the development of all south Florida crops. While pole beans in Dade County were affected most, they made a gradual recovery and acreage loss was not especially large. Crops in both Florida and Texas made good growth during October, and as active harvesting began in early November, yield prospects were good. Marketing proceeded in about the usual manner until low temperatures in late November and early December slowed crop development in principal Florida areas. This curtailed shipments and prices rose sharply to high levels by mid-December. Thus, for the second successive year, unfavorable weather was an important factor contributing to a high season average price.

Most of the increased use of canned and frozen snap beans in recent years has occurred because of expansion in the total market. Inroads on the market for fresh beans have also taken place. Nevertheless, a larger late fall acreage will be needed to provide adequate fresh volume in 1964.

1964 Guide: The 1964 guide is a planted acreage 15 percent more than in 1963. Such an acreage, with normal abandonment and a 1960-63 average yield will result in a production 6 percent larger than in 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Broccoli - Fall

(New York, New Jersey, Pennsylvania, Virginia,  
Washington, California and Oregon)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

23,650

1/ 50

1,171

Background Statistics

1963 Prel.	23,650	23,550	54	1,269	7.84	9,954
1962	22,900	22,850	53	1,209	8.08	9,767
1957-61 Average	23,290	23,160	45	1,048	7.89	8,257
1952-56 "	23,720	23,440	46	1,079	8.03	8,592

1/ 1960-63 average yield.

Comments: Total acreage of fall broccoli was increased 3 percent in 1963. Underlying this increase was the continuation of a shift in acreage to western areas. California plantings were up 9 percent from the previous year; Washington and Oregon acreages were also larger. New Jersey acreage was reduced for the sixth time in the last seven years and this action accounted for most of the net reduction in total plantings in the East. Dry weather slowed crop development in eastern areas early in the season. But conditions improved as harvest approached and yields were above the 1957-61 average in all states except Pennsylvania. For the group, average yield per acre was record high. Fresh market supplies from eastern areas were considerably below 1962 levels. Prices were moderate at the start of the season but turned low as heavy volume moved from California in late October and November. When the season in the East drew to a close, demand for available supplies in California strengthened considerably.

The market for frozen broccoli has expanded sharply in recent years. Adequate supplies for this outlet as well as for fresh markets will require a 1964 acreage about as large as that planted in 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1960-63 average yield will result in a production 8 percent less than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Cabbage - Early Fall  
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,  
(L. I.), New York, (Other), New Jersey, Pennsylvania, Ohio, Michigan  
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

31,330                      1/ 254                      7,640

Background Statistics

1963 Prel.	31,330	30,210	254	7,680	1.54	11,862
1962	32,280	31,360	276	8,665	1.53	13,235
1957-61 Average	33,612	32,202	249	2/ 8,032	1.54	11,933

1/ 1959-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and  
excluded in computing value: 353 in 1958 and 47 in 1960.

Comments: Acreage planted to cabbage for 1963 early fall harvest was reduced 3 percent from the 1962 level. Larger plantings were recorded in only two states: New Jersey and Michigan. Dry weather caused limited damage to crops in the East, reducing yield prospects and delaying harvest in some areas. Yields for the early fall group were moderately below the high level reached in 1962 but slightly above the 1957-61 average. Total production was 11 percent below the preceding year; fall cuttings for sauerkraut manufacture were down a tenth. Sharpest cuts in tonnage for kraut utilization occurred in Ohio and New York.

Marketing problems were encountered in some areas during the height of harvest. But prices for storage stocks improved sharply in mid-December as cold weather delayed cutting in winter states. Fresh market demand for early fall cabbage is not expected to change materially in 1964. Kraut carryover into the 1964 packing season may be below the 1963 level. Therefore, outlets should be found for a production about equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1959-63 average yield will result in a production about equal to 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Cabbage - Late Fall

(Virginia, North Carolina and South Carolina)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest	: Per Acre	:Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production  
(planted acreage equal  
to 1963)

2,900                      1/ 144                      418

Background Statistics

1963 Prel.	2,900	2,900	152	440	1.47	648
1962	3,150	3,150	140	2/ 441	1.75	660
1957-61 Average	4,030	4,000	110	434	2.10	885
1952-56 "	4,710	4,410	107	2/ 473	2.04	871

1/ 1961-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 22 in 1956 and 64 in 1962.

Comments: Acreage planted for late fall harvest was reduced for the third successive year in 1963. All of the reduction occurred in the Carolinas. Cool, dry weather in Virginia reduced yields in that state. Lack of moisture also hindered development in South Carolina, where production was a fourth below the previous year. However, growing conditions were favorable in North Carolina; yields were record high and fall production was the largest recorded there since 1953. In total, production for the three states was equal to 1962. Early shipments from the late fall area encountered considerable competition from northern-grown storage supplies. Furthermore, prospects of a large winter production gave little encouragement to the market and prices were relatively low through mid-December. However, cold weather delay in Florida and cool, wet conditions in Texas encouraged a substantial price improvement just prior to the Christmas holidays.

Growers should expect continued strong competition for market outlets from both early fall and winter supplies in years ahead. A quantity moderately smaller than the 1963 crop should be adequate to supply potential market requirements in 1964. With average yields, however, a sufficient reduction would occur on an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with no abandonment and a 1961-63 average yield will result in a production 5 percent smaller than in 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Carrots - Early Fall

(Massachusetts, New York, Pennsylvania, Illinois, Michigan, Wisconsin,  
Minnesota, Texas, New Mexico, Washington, Oregon, and Connecticut)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1964 Acreage Guide and  
Probable Production

(see 1964 guide  
below)

21,960                      1/ 264                      5,497

Background Statistics

1963 Prel.	24,380	21,430	252	5,399	1.88	10,144
1962	20,800	19,750	290	5,724	1.80	10,281
1957-61 Average	21,608	20,626	246	2/ 5,059	1.81	9,000
1952-56 "	19,792	18,176	246	2/ 4,462	1.87	8,085

1/ 1959-62 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 238 in 1953, 256 in 1954, 110 in 1956 and 289 in 1958.

Comments: Acreage was increased sharply to near-record levels in 1963. Texas plantings were up 3,600 acres. Acreage changes also occurred in other states, but these were comparatively minor. In spite of the greater plantings, production was 6 percent below 1962 as a result of larger acreage abandonment and reduced yields. Harvest began in the Hereford district of Texas in late July; fall shipments from that state increased during August and continued active through November. In the Midwest, light volume was moving by late August. Michigan shipments increased during early September and were in steady supply through mid-November. New England movement peaked in October. Prices for fresh shipments from the Midwest and Northeast averaged substantially above 1962 but the important Texas crop returned lower prices.

In 1963, markets benefited from a substantial reduction in competition from California, where the late fall crop was nearly a fifth smaller than in 1962. Competition from this source may be stronger in 1964. A smaller acreage would improve prospects for favorable market conditions in 1964.

1964 Guide: The 1964 guide is a planted acreage 20 percent less than in 1963 in Texas and 5 percent smaller than in 1963 in all other states. Such an acreage, with normal abandonment and 1959-62 average yields by states will result in a production 2 percent larger than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Carrots - Late Fall

(California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and

Probably Production

(planted acreage 5 percent more than in 1963) 7,000

1/ 310

2,170

Background Statistics

1963 Prel.	6,700	6,700	320	2,144	3.63	7,776
1962	9,000	9,000	290	2,610	2.92	7,614
1957-61 Average	8,900	8,900	285	2,516	4.15	10,387
1952-56 "	10,100	10,100	254	2,548	4.79	12,146

1/ 1960-63 average yield.

Comments: California fall carrot production in 1963 was the smallest recorded there since 1950. In 1962, growers had increased plantings substantially, produced a large crop and received low prices. This experience contributed to a sharp acreage reduction in 1963, and in turn, low production. First fall movement from California originated in the Salinas-King City district in early September. These shipments met strong market competition from carrots grown in early fall states and prices opened relatively low. However, returns improved to moderate levels in late September and continued in this range to the end of the season. Average prices received by growers were substantially better than in 1962.

Areas located closer to the large eastern markets have proved their ability to compete with California for fall carrot outlets. California growers can expect this competition to continue, particularly during the early part of their marketing season. However, under normal conditions, growers should be able to successfully market the crop from a moderately larger acreage in 1964.

1964 Guide: The 1964 guide is a planted acreage 5 percent larger than in 1963. Such an acreage, with no abandonment and a 1960-63 average yield will result in a production 1 percent larger than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Cauliflower - Early Fall

(New York (L.I.), New Jersey, Ohio, Michigan, Oregon, and Wisconsin)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

6,400

1/ 90

547

Background Statistics

1963 Prel.	6,400	5,930	94	558	6.42	3,580
1962	6,650	6,180	93	577	6.19	3,574
1957-61 Average	8,110	6,950	87	2/ 607	6.60	3,960
1952-56 "	8,794	7,934	89	2/ 710	6.47	4,519

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 8 in 1953 and 20 in 1957.

Comments: The decrease in 1963 early fall acreage was due entirely to cuts in New Jersey and Wisconsin. In Oregon, where most of the crop is utilized for freezing, acreage was increased moderately. No acreage changes were made in the other early fall states. Generally dry conditions retarded crops in New Jersey and Ohio. But the Long Island, New York crop developed well. In the Midwest, growth varied from good in Michigan to poor in Wisconsin. In total, production was slightly smaller than in 1962 and 8 percent below the 1957-61 average. Prices were high in late September as movement from Long Island was much lighter than normal. Within a few weeks, however, warm weather hastened maturity and plentiful supplies glutted auction markets. Prices were low during most of October but advanced to moderate levels in November as harvests neared an end.

A 1964 production about equal to 1963 would enable producers to meet anticipated market needs if weather permits a normal flow of supplies. With average yields, this volume can be produced on an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1960-63 average yield will result in a production slightly smaller than in 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Cauliflower - Late Fall

(California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)(\$ per	(\$1,000
			cwt.)	cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

8,000

1/ 99

792

Background Statistics

1963 Prel.	8,000	8,000	95	760	6.51	4,949
1962	7,900	7,900	105	830	6.83	5,673
1957-61 Average	6,520	6,500	95	625	5.55	3,506
1952-56 "	5,600	5,600	85	477	4.94	2,328

1/ 1958-62 average yield.

Comments: During the last six years, acreage of late fall cauliflower in California has exhibited an irregular but continuous upward trend. The 1963 acreage was more than 50 percent larger than 1957 plantings. Crops in principal central coast areas were making good progress when unusually heavy fall rains and a sharp drop in temperature occurred during October and early November. These conditions materially reduced prospective production. Yields were moderately below the high levels recorded in the three previous years and production was 8 percent smaller than in 1962. Termination of shipments from competing fresh market areas in the East and Midwest stimulated demand for California supplies during the November-December period. However, weather in California continued unusually cool through most of December and this limited volume of quality supplies available for shipment. Prices rose sharply in late November and remained at high levels through early January.

With normal yields in 1964, an acreage equal to that in 1963 would result in a moderately larger crop than that produced in 1963. This quantity would be sufficient to meet fresh market and processing requirements.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with no abandonment and a 1958-62 average yield would result in a production 4 percent larger than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Celery - Early Fall

(Massachusetts, Pennsylvania, Ohio and Michigan)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value				
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

1,890

1/ 338

620

Background Statistics

1963 Prel.	1,890	1,890	332	628	3.55	2,228
1962	1,950	1,950	339	662	3.06	2,024
1957-61 Average	2,060	1,896	305	577	3.62	2,052
1952-56 "	3,114	2,822	271	2/ 764	3.88	2,884

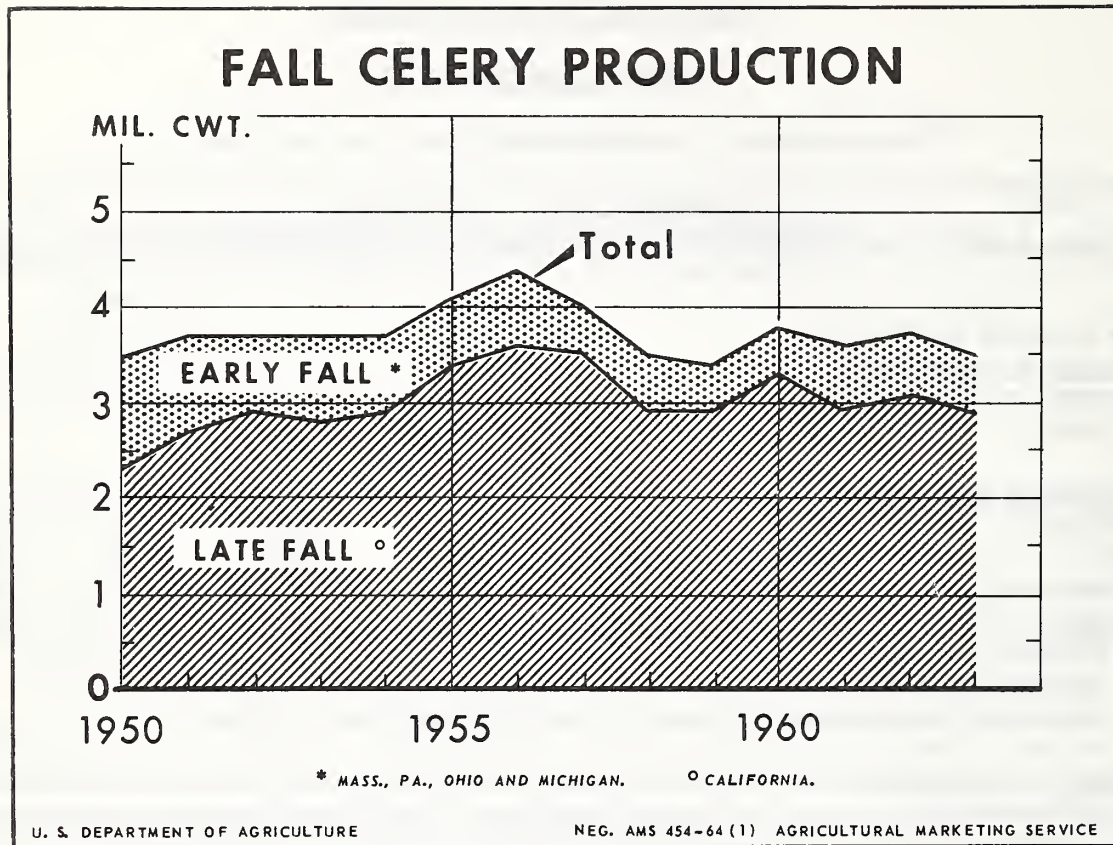
1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 55 in 1953 and 39 in 1954.

Comments: Production of early and late fall celery combined in 1963 was 6 percent below 1962. With a better balance in supplies, prices received for early fall marketings averaged sharply above the relatively low level reported in 1962. Total 1963 acreage was moderately less than in 1962 and the smallest since the record-low acreage of 1960. All areas except Pennsylvania reported better than average yields per acre. Total production was down moderately from 1962 but was sharply above average. Three-fourths of the crop originated in Michigan where harvest started late due to adverse weather early in the season. In the late-summer and fall of 1963, marketings from both California and Michigan totaled moderately less than in the like period in 1962. Shipping point prices, which were relatively low in the late summer, improved during the early fall, then declined in the late fall. Prices received in Ohio and Michigan exceeded 1962 levels. But growers' prices in Massachusetts and Pennsylvania were lower.

Market requirements for early fall celery in 1964 can be satisfied with a quantity about equal to that produced in 1963. With normal yields and abandonment, this volume can be grown with no change from 1963 planting levels.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1960-63 average yield will result in a production slightly less than in 1963.



The combined production of early and late fall celery in 1963 was 6 percent below 1962. California continued as the principal source, producing more than four-fifths of the 1963 fall crop. Competitive supplies, principally from Michigan, New York and the new crop in Florida, checked demand for 1963 fall offerings from California. Market prices, which were relatively low in the early fall, increased in mid-November and averaged at moderate levels thereafter.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Celery - Late Fall

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

5,400                      1/ 518                      2,797

Background Statistics

1963 Prel.	5,400	5,400	530	2,862	3.25	9,302
1962	6,000	6,000	510	3,060	3.00	9,180
1957-61 Average	7,340	7,340	429	3,115	3.46	10,696
1952-56 "	7,860	7,860	399	2/ 3,126	3.66	11,087

1/ 1961-63 average yield.

2/ Includes 535,000 cwt. not marketed in 1956 and excluded in computing value.

Comments: Total acreage of late fall celery, which has shown a long-term downward trend, was record-low in 1963 and 10 percent less than in 1962. Weather was favorable and a record yield per acre resulted. But total production was 6 percent below 1962, and smallest since 1953. In spite of the reduced crop size, marketing problems developed. Growers slowed harvest from time to time as warm fall temperatures permitted harvests in eastern producing areas to continue into late fall. By mid-November, supplies had developed in Florida, and market need for California celery was reduced. Growers' prices in California averaged moderately above the depressed level of a year earlier but below average.

In 1964, California growers can again expect significant competition from supplies originating in early fall producing areas and from early fields in Florida. Nevertheless, there should be a market potential for a late fall supply about as large as that produced in 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with no abandonment and a 1961-63 average yield will result in a production 2 percent less than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Sweet Corn - Fall

(Florida and California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

12,100

1/ 56

628

Background Statistics

1963 Prel.	12,100	11,600	55	634	4.70	2,978
1962	12,700	10,700	55	590	4.83	2,852
1957-61 Average	11,960	10,820	61	<u>2</u> / 655	4.55	2,866
1952-56 "	6,400	5,640	66	374	5.00	1,825

1/ 1960-63 average yields by states.

2/ Includes 33,000 cwt. not marketed in 1959 and excluded in computing value.

Comments: Total plantings were reduced 5 percent in 1963. But because abandonment in Florida was relatively small, harvested acreage totaled 8 percent above 1962. Thus, although yields were no higher than a year earlier, production was moderately larger. Harvest in the Florida Everglades started early in October. Early fields showed considerable variation in quality. Marketings were limited until late in October, and the bulk of the crop was sold during November. At Florida shipping points, prices ranged mostly from \$2.00 to \$3.00 per crate; growers' returns were moderately above average. Harvest began in the Arvin-Wheeler Ridge district of California in early October; Kern County shipments peaked late in the month. Movement from the Coachella Valley was active during November and supplies continued from south coastal districts into December. Out-of-state markets were limited by plentiful local supplies for the second successive year. California prices averaged only slightly above the low levels of 1962.

Under normal conditions in 1964, growers should be able to satisfactorily market the production obtained from an acreage equal to that in 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and 1960-63 average yields by states will result in a production one percent less than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Cucumbers - Early Fall

(Virginia, South Carolina, Georgia, Louisiana, California, and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

8,300

1/ 83

661

Background Statistics

1963 Prel.	8,300	8,150	86	697	4.55	3,168
1962	8,400	8,100	81	659	4.95	3,259
1957-61 Average	7,440	7,230	83	596	4.49	2,674
1952-56 "	4,870	4,670	93	2/ 427	3.93	1,680

1/ 1957-61 average yield.

2/ Includes 4,000 cwt. not marketed in 1955 and excluded in computing value.

Comments: Total planted acreage in 1963 was changed little from 1962 levels. Increases were confined to South Carolina and to California. In Virginia, where acreage reached an all-time high in 1962, plantings were reduced moderately. A reduction also occurred in Louisiana. Georgia and Texas acreages equalled 1962 levels. Plantings in eastern and southern areas were subjected to adverse weather. The main difficulty was extremely dry weather, but some damage in Louisiana resulted from heavy rains following hurricane "Cindy" in late September. Although shipments from early fall areas in the East and South were not unusually large, prices to growers in these areas averaged less than in 1962. Shipments from upstate New York continued heavy through late September and prices for active movement from Virginia were depressed to low levels. Market conditions improved as part of the South Carolina crop moved in October but deteriorated as shipments from Florida became heavy in early November. Prices for the large California production were about equal to average.

The market for early fall cucumbers has expanded substantially in recent years. Under normal conditions in 1964, the production from an acreage equal to 1963 should be about in line with market needs.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1957-61 average yield, will result in a production 5 percent less than in 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Cucumbers - Late Fall

(Florida)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and Probable Production

(planted acreage 5 percent less than in 1963) 6,400

1/ 123 708

Background Statistics

1963 Prel.	6,700	6,100	125	2/ 762	4.40	3,234
1962	6,400	5,100	116	2/ 592	6.80	3,788
1957-61 Average	6,380	5,760	113	2/ 650	5.52	3,087
1952-56 "	5,540	4,980	111	2/ 556	5.38	2,824

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 31 in 1953, 48 in 1954, 40 in 1955, 30 in 1956, 76 in 1957, 71 in 1958, 80 in 1959, 56 in 1960, 79 in 1961, 35 in 1962 and 27 in 1963.

Comments: Plantings of late fall cucumbers were increased moderately in 1963. Northern and central Florida crops made excellent growth and provided heavy supplies from mid-October to mid-November. Shipments remained heavy through the third week of November as early crops in areas further south reached maturity. High prices were recorded in early October, but returns declined steadily, reaching very low levels by the month's end. In late November, however, low temperatures and high winds restricted crop growth in south Florida. This development, combined with the seasonal decline in volume from the Wauchula area resulted in significant market improvement. Prices increased steadily in late November and were at high levels throughout December.

The market for late fall cucumbers has expanded considerably during the last decade. Nevertheless, production has frequently exceeded requirements. A better balance between production and potential market needs would be likely with less acreage in 1964.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963. Such an acreage, with normal abandonment and a 1960-63 average yield will result in a production 7 percent less than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Eggplant - Fall

(Florida)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1964 Acreage Guide and Probable Production</u>						
(planted acreage equal to 1963)	900	1/ 122	99			
<u>Background Statistics</u>						
1963 Prel.	900	900	110	99	6.00	594
1962	900	800	125	100	5.20	520
1957-61 Average	1,180	1,060	98	2/ 104	5.85	553
1952-56 "	880	840	99	2/ 83	5.46	409

1/ 1961-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 3 in 1954, 15 in 1955, 11 in 1957 and 14 in 1961.

Comments: Florida growers planted 900 acres of fall eggplant in 1963. This acreage equalled plantings of a year earlier but was a fourth less than the average of the preceding five years. In spite of the lower acreage, however, production has not declined. During the 1950's, yields for this crop averaged 90 hundredweight per acre. In the last three years, an average of 122 hundredweight per acre has been harvested. First shipments of the 1963 crop moved to market in early October from Gadsden County, the Everglades and north central Florida. Extensive rains and high winds in late September and early October retarded development in the important Pompano area, and shipments did not reach peak volume until late November. Total production for the season was virtually equal to a year earlier and returned growers satisfactory prices.

Requirements for early fall eggplant are relatively stable. A supply of about 100 thousand hundredweight has generally proved to be in balance with market needs. Providing abandonment and yields are normal in 1964, this quantity can be produced on an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1961-63 average yield will result in a production equal to 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Lettuce - Early Fall

(New Jersey, Texas, New Mexico, Washington,  
Oregon and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000
				cwt.)	

1964 Acreage Guide and  
Probable Production

(see 1964 guide  
below)

34,300                      1/ 160                      5,393

Background Statistics

1963 Prel.	37,500	36,650	157	5,762	3.62	20,863
1962	32,550	32,150	166	5,322	4.07	21,668
1957-61 Average	36,022	34,840	151	2/ 5,220	4.04	20,952
1952-56 "	45,124	43,990	145	2/ 6,341	4.09	25,761

1/ 1959-62 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 137 in 1952, 28 in 1953, 19 in 1954, 40 in 1958 and 25 in 1961.

Comments: Growers in each early fall state except Oregon increased lettuce plantings in 1963. Total acreage was up 15 percent and was the largest recorded since 1957. Most states experienced favorable growing conditions and production exceeded the 1957-61 average by 10 percent. In California, lettuce returned attractive prices during much of the summer. In August, however, shipping point returns declined to low levels and no significant price increase developed until mid-October. Nearly all of the fall shipments from the Salinas-Watsonville area of California moved at these levels, and average prices received by California growers were the lowest recorded for a fall crop since 1950. The other early fall states, which grow relatively small crops in comparison to California, fared considerably better. Having the advantage of a closer location to markets, growers in each of these areas recorded prices above the 1957-61 average.

Prices received for 1963 production gave a clear indication that market requirements were exceeded. If satisfactory prices are to be recorded in 1964, a crop reduction will be required.

1964 Guide: The 1964 guide is a planted acreage 10 percent smaller than in 1963 in California and 5 percent smaller than in 1963 in all other states. Such an acreage, with normal abandonment and 1959-62 average yields by states will result in a production 6 percent smaller than in 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Lettuce - Late Fall

(Arizona)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

18,900                      1/ 164                      3,100

Background Statistics

1963 Prel.	18,900	18,900	150	2,835	5.80	16,443
1962	19,200	18,900	165	3,118	4.70	14,655
1957-61 Average	23,180	22,600	150	3,364	4.40	14,876
1952-56 "	12,600	12,600	141	1,766	5.19	9,420

1/ 1959-63 average yield.

Comments: In contrast to the actions of early fall growers across the California border, Arizona producers reduced their late fall lettuce acreage in 1963. While this reduction was only slight, its combination with lower yields resulted in a significantly smaller crop than was grown a year earlier. Harvest began in the Willcox area in mid-September but did not become general until late in the month. By the end of October, the Aguila district was near peak volume and cutting was getting underway in the Salt River and Harquahala Valleys. Harvest timing was such that no burdensome overlap developed between the principal shipping districts. This factor, in combination with the reduction in crop size, contributed to a favorable marketing season for Arizona growers. Shipping point prices ranged from moderate to high levels through most of the season; some \$4.00 per crate prices were recorded in both November and December.

Harvest timing will continue to have an important bearing on the success of the late fall marketing season. If serious shipment bunching can be avoided in 1964, growers should be able to successfully market the crop from an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with no abandonment and a 1959-63 average yield will result in a production 9 percent larger than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Green Peppers - Fall

(Virginia, Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	: Per Acre	:Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

7,000

1/ 78

518

Background Statistics

1963 Prel.	7,000	6,200	81	504	7.66	3,862
1962	7,500	6,600	85	564	9.94	5,608
1957-61 Average	6,870	6,420	69	443	9.78	4,192
1952-56 "	8,050	7,650	48	2/ 361	9.60	3,358

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 26 in 1954 and 6 in 1955.

Comments: A substantial increase in Virginia acreage was more than offset by decreases in Florida and Texas in 1963. Total plantings were 7 percent smaller than in 1962. Extremely hot weather in late August and early September thinned stands and reduced acreage for harvest in Texas. Drought conditions during October forced abandonment of some Virginia acreage and sharply reduced yields. In Florida, late September storms damaged crops in all principal areas. However, total losses were not extensive and were limited mostly to a small acreage in the Ft. Myers - Immokalee area. Crops generally made good improvement through October but total fall production was about a tenth less than in 1962. The sudden drop in volume from New Jersey in late October permitted moderate prices for the small Virginia production. But the Texas crop was met by heavy competition from California through mid-November. An increase in Florida production affected prices in that state.

The fall marketing season will continue to be subject to highly variable competitive circumstances. If conditions are normal in 1964, the production from an acreage equal to 1963 would be about in line with market needs.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1960-63 average yield will result in a production 3 percent larger than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Spinach - Early Fall

(Massachusetts, Connecticut, New York, New Jersey,  
Pennsylvania, Ohio and Missouri)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

4,780

1/ 62

261

Background Statistics

1963 Prel.	4,780	4,350	60	263	6.54	1,719
1962	4,830	4,130	64	266	6.51	1,731
1957-61 Average	5,640	4,944	58	289	6.39	1,830
1952-56 "	6,350	5,866	62	367	5.57	2,034

1/ 1961-63 average yield.

Comments: Production of spinach for early fall harvest in 1963 was slightly below a year earlier as a result of lighter tonnage in New Jersey and Pennsylvania. The reduction was entirely a reflection of lower yields; harvested acreage was larger than in 1962. The height of the early fall shipping season was reached in early November. Movement declined gradually thereafter and was practically completed by mid-December. Some overlapping of shipments occurred with the late fall crop as harvest began several weeks early on the Eastern Shore of Maryland. However, prices received by growers averaged about equal to the 1962 level.

The long term upward trend in per capita consumption of frozen spinach has apparently leveled off, at least temporarily. Although further gains may be achieved in frozen use, the change from fresh to frozen is likely to be less pronounced. Producers should be able to find satisfactory outlets in 1964 for the production from an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1961-63 average yield will result in a production slightly below 1963.



1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Spinach - Late Fall

(Maryland and Virginia)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1963)

1,700

1/ 48

78

Background Statistics

1963 Prel.	1,700	1,550	48	74	7.57	560
1962	1,700	1,450	47	68	7.24	492
1957-61 Average	1,500	1,440	49	70	6.30	440
1952-56 "	1,140	1,140	53	61	5.58	336

1/ 1959-63 average yield.

Comments: Production of 1963 late fall spinach in Maryland and Virginia was 9 percent above the level in 1962. Growers held plantings equal to the previous year. However, abandonment was below the high level encountered a year earlier and yields were higher. Growers on the Eastern Shore of Maryland started harvesting operations in mid-September. Cutting began in the Baltimore area around the first of November, with movement from Virginia commencing ten to fifteen days later. Peak shipments for the group were not reached until around the first of December.

Average prices received by growers were moderately above the high level of 1962, and more than a dollar per hundredweight above average. The market potential for late fall spinach is expected to remain good, especially during the gap between early fall crop shipments and active movement of Texas winter supplies. In 1964, growers should be able to successfully market the production from an acreage equal to 1963, providing quality is maintained and harvests follow a normal schedule.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1959-63 average yield will result in a production 5 percent more than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Tomatoes - Early Fall

(California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and

Probable Production

(planted acreage 10 percent

larger than in 1963) 18,700

1/ 175

3,272

Background Statistics

1963 Prel.	17,000	17,000	170	2,890	8.20	23,698
1962	20,300	20,300	185	3,756	7.30	27,419
1957-61 Average	20,940	20,940	166	3,478	7.48	26,033
1952-56 "	18,200	18,200	170	3,078	6.78	20,847

1/ 1959-62 average yield.

Comments: From 1955 to 1962, California fall tomato plantings held fairly close to 21,000 acres. In 1963, however, acreage was reduced by 16 percent from the preceding year and was the smallest recorded since the 1954 season. Persistent cool weather during the early part of the growing season held back development. Furthermore, heavy rains, extremes in temperature and high winds damaged the crop during the height of the harvesting season. Yields were 8 percent below 1962 levels. In total, production was down nearly a fourth. Prices were relatively low as the Salinas - King City district provided first fall volume in early September. But the market improved sharply in early October and prices held at attractive levels for the remainder of the season. In addition to the substantially smaller production, an orderly flow of shipments also helped the market. Peak volume, recorded during the week ending October 12, was 30 percent smaller than during the same peak week in 1962. For the season, prices received by growers were substantially above average.

Market outlets are capable of absorbing a larger quantity of early fall tomatoes than that produced in 1963. Under normal conditions, growers should be able to market the crop from a larger acreage at satisfactory prices in 1964.

1964 Guide: The 1964 guide is a planted acreage 10 percent larger than in 1963. Such an acreage, with no abandonment and a 1959-62 average yield will result in a production 13 percent larger than in 1963.

1964 Acreage-Marketing Guides  
Vegetables for Fresh Market

Tomatoes - Late Fall

(Florida and Texas)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage 5 percent  
less than in 1963) 10,500

1/ 129

1,219

Background Statistics

1963 Prel.	11,100	9,200	133	1,225	10.92	13,381
1962	10,600	9,700	115	1,113	8.33	9,269
1957-61 Average	12,020	9,920	108	1,037	8.88	9,031
1952-56 "	17,840	16,240	79	1,239	8.24	10,082

1/ 1960-63 average yield.

Comments: In Florida, which accounted for 98 percent of the 1963 late fall production, plantings were increased 11 percent in 1963. Texas acreage continued its long-term downward trend. The 700 acres planted there in 1963 were less than a tenth of the levels common in that state during the early 1950's. Florida fields were severely damaged by unfavorable weather during September. Heavy rains caused considerable losses in the Dade County area and harvested acreage in the state was no larger than in 1962 as a result of the large abandonment. Improved conditions in October allowed remaining fields to recover well and yields were good. Production for the Florida and Texas crops combined was 10 percent higher than in 1962. In spite of the large supply, Florida growers received high prices for their crop. Cool weather during much of the harvesting season helped avoid harmful shipment bunching.

The record of late fall tomato production shows instances of heavy abandonment and sharply ranging yields. Extremes in the weather make it difficult to provide market outlets with an even supply of preferred quality tomatoes. With average yields and abandonment in 1964, a smaller acreage would provide adequate supplies for market requirements.

1964 Guide: The 1964 guide is a planted acreage 5 percent smaller than in 1963. Such an acreage, with normal abandonment and a 1960-63 average yield will result in a production about equal to 1963.



1964 Acreage-Marketing Guides  
Sweetpotatoes

(New Jersey, Missouri, Kansas, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, California and New Mexico)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(1,000 acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and Probable Production

(planted acreage equal to 1963)

207.7                      1/ 82.7                      16,844

Background Statistics

1963 Prel.	207.7	200.8	80.4	16,137	3.92	63,435
1962	229.2	224.3	86.3	19,362	3.57	70,188
1957-61 Average	241.0	235.8	72.8	17,030	3.97	67,257
1952-56 "	331.8	322.8	56.7	18,245	4.52	81,058

1/ 1962-63 average yields by states.

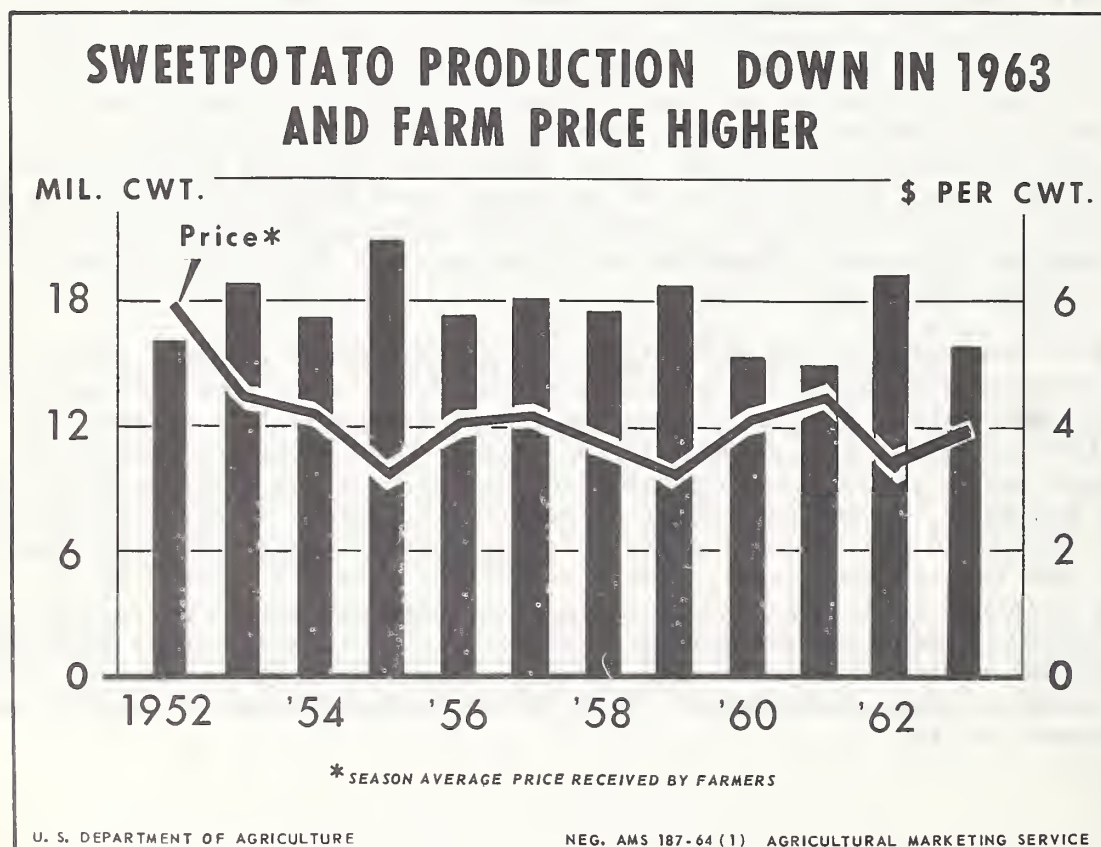
Comments: Sweetpotato acreage was trimmed sharply in 1963. This was due largely to the unfavorable prices that prevailed during the 1962-63 season. In total, plantings were down 9 percent from 1962 although still moderately above the historically low acreages of 1960 and 1961. Sizeable reductions occurred in all regions except the North Central, which accounts for only a small portion of the U. S. total. Most severe cuts occurred in North Carolina, Georgia and Texas. Plantings in the important Lower Atlantic region were down 18 percent from a year earlier. Moderate reductions occurred in such other key states as New Jersey, Virginia and Louisiana. In California, plantings were slightly less than in 1962.

In many states, plants were set a little later than usual in 1963, but with ample rainfall over much of the country during June, crops made good growth through early July. However, during the summer and early fall months, dry conditions again became a problem in many areas. The situation became increasingly acute as the season progressed, and while a few areas received rain during September, it was not enough to materially improve sweetpotato crops. Average yields in the affected areas were much lower than in 1962 and abandonment was larger than normal. Yield reductions were most severe in the Central Atlantic area; even though regional acreage was only 5 percent smaller than in 1962, production was down 27 percent. In Louisiana, yields were near average, but serious damage to some fields by cucumber beetles resulted in above normal acreage abandonment. Total U. S. production was 17 percent less than a year earlier.

Movement of sweetpotatoes during the fall of 1963 was moderately smaller than in 1962. Most of the reduction was in volume from the Eastern Shore of Maryland and Virginia. Recorded unloads of fall supplies from the South Central region were slightly larger than in 1962 as were those moving from California. Market prices declined seasonally through late September and early October as harvest reached a peak. But at this point, the price level was moderate. Then, as digging activity declined through November, the market trend reversed and price improvement continued into early December. Returns in nearly all areas were well above the low levels of 1962. Total supplies remaining for late winter and spring marketing were substantially less than a year earlier, giving promise for continued favorable prices through the remainder of the marketing year.

A larger quantity than that produced in 1963 could be expected to return satisfactory prices in 1964. But under normal conditions, yields would be likely to exceed 1963 levels. The production potential of an acreage as large as in 1963 would be sufficient to meet market needs in 1964.

**1964 Guide:** The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and 1962-63 average yields by states, will result in a production 4 percent more than in 1963.







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